

[00:00:00] **Jan Koch:** Welcome everybody. Thanks for joining me on this session with Dennis Yu from BlitzMetrics and ChiroRevenue. Dennis is my go-to when I have any questions related to paid traffic, because he's so good with this. And he has this fancy new toy that he was showing me the slide on the camera. So this is so funny to see Dennis, thank you so much for taking the time to talk with us about lead generation with paid traffic today.

[00:00:25] **Dennis Yu:** Pleasure Jan always good to hang out with you.

[00:00:27] **Jan Koch:** Absolutely. I always learn a lot and I'm really excited to dive into this with you. So before we do that, they'll tell us a little bit about who you are and what you've been doing with paid traffic over the past years.

[00:00:41] **Dennis Yu:** I'm a search engine engineer, and I'm a data kind of person wandering into this marketing personal brand core selling list, building space.

[00:00:49] **Dennis Yu:** And I've found that running ads on Google or Facebook or any of these huge networks is really a data play. And the smarter the engines become the easier it is for us to be able to leverage the systems, do the work for us. So in the last 10 years, I've spent a billion dollars on Google and Facebook ads for other people, helping them build their business and make profits and drive people to the stores and sell courses and this kind of thing.

[00:01:13] **Dennis Yu:** And I found that there some very simple concepts that we can cover today, mainly the dollar a day strategy on how to build an audience. And most people have courses and programs. They spend all the effort on the website, recording the videos and whatever, but then they can't drive the traffic cause they don't have the list.

[00:01:28] **Dennis Yu:** They don't have an email list and they're not using paid to increase that list. So if that's you, then you're in the right spot.

[00:01:35] **Jan Koch:** Yeah, I'm really excited to dive into this with you. A dollar a day is something I've been playing around with myself. So before we talk about the specifics and we dive into what my campaigns look like, so we use myself as a Guinea pig to show you the behind the scenes of what and a campaign on Facebook to build an email.

[00:01:54] **Jan Koch:** It looks like before we do that, what are the prerequisites? That course creators and content marketers need to have in place to run those ads successfully.

[00:02:03] **Dennis Yu:** Number one, you need digital plumbing. In other words, you need tracking. You need to tie your audiences together. So whatever email tool, maybe it's active campaign, HubSpot, Infusionsoft, whatever you're doing with your website, it could be WordPress that has Google analytics, Google tag manager, conversion tracking.

[00:02:19] **Dennis Yu:** You have to upload those custom audiences of everyone who's in your list and then match that against Facebook and Google and Twitter. And if you want LinkedIn Twitter, Snapchat, you can match against all these other networks, the emails and the web audiences. If you have that in place, then all you need is the content, right?

[00:02:40] **Dennis Yu:** Because then you put the content into the machine. The machine is going to optimize for you. And especially in the last two or three years, this is what's happened with Facebook and you see the same is true. If you've run ads on Tik TOK or Snapchat, which is super cheap for list building, but it's a slightly different audience.

[00:02:56] **Dennis Yu:** If you have the tracking. Digital plumbing. And you have the content, which is short form videos like snippets highlights from your course. Then you have the ingredients necessary to be able to drive people into your list, into a webinar, into a landing page and whatnot. And the way you want to think about it is think about your favorite movie.

[00:03:16] **Dennis Yu:** You've seen the trailer for it, right? And the trailer is there to capture your attention. But the trailer is only 30 seconds long or a minute long. It doesn't give away everything, but it gives you just enough to get you want. So you want to go to the theater and that's the same thing with ads, especially cause 80% of that is going to be on the mobile.

[00:03:33] **Dennis Yu:** So people don't have a lot of attention. How do we attract their, get the hook them, how do we show that something's relevant? How do we entertain them? Have something that's very deep that impresses them, that ties with their goal ties with people that they know enough authority so that they want to go into your course or program and learn more, most people with the ads.

[00:03:52] **Dennis Yu:** They just have a terrible landing page and they have a terrible ad. And then they say, oh, I ran ads on Facebook or YouTube or whatever. And it didn't work it's because you didn't figure out what is that hook. And then you're not passing back the conversion signal. So then Facebook and Google or whatever network you're using is optimizing towards.

[00:04:11] **Jan Koch:** So essentially video content for those ads is it's where it's at nowadays. You cannot expect people to convert as well from text-based ads compared to video ads. And I know you're a big fan of those one minute videos, and you have this three by three grid where you talk about specific types of videos for each funnel stage.

[00:04:33] **Jan Koch:** So that's awareness, consideration, and conversion. I would love to talk a little bit more about that with you. Like how do we structure those videos? What goes into those videos that we'll use for our paid traffic?

[00:04:47] **Dennis Yu:** So when we think about the three stages in the funnel, no matter what network you're running on, whether it's Google or Facebook or LinkedIn or whatnot, they call these three stages, the same thing, awareness, consideration, and conversion.

[00:04:59] **Dennis Yu:** So at the top level, you want to think about a story, something that reveals a personal, why like a Simon Sinek start with. Like why you got into the business or something that reflects a value that you have a moment in time where something happened, where you had a big win or a big loss or something with your family, it could be something small, but those are all why stories that help people understand who you are and what belief you have without getting into the sales.

[00:05:25] **Dennis Yu:** Then the next stage consideration is about sharing expertise that you have. So think about your course and the different highlights that you have. So what are the key nuggets? What are the things that people say, wow, I didn't know that 50% of people that search in search engines have never searched that keyword before in the history of the internet, right?

[00:05:46] **Dennis Yu:** Oh, that's really neat. Whatever. It might be. The little nuggets where you're sharing expertise to three ways on how real estate agents can get more leads or whatever it might be. You're sharing knowledge.

So think about listicles. Think about highlights from the best parts of your course.

[00:06:00] **Dennis Yu:** Just little snippets of that. And then the bottom converting. Which is the, what is when you're selling and you'll say, sign up Friday, it's a hundred dollars off, or we have this webinar that's coming up, or I would love for you to join me and see the rest of our programs. So you can also be as successful, whatever it is, dentist or whatever it is that you're selling to people based on the knowledge that you have.

[00:06:21] **Dennis Yu:** And so when you stack these three stages into short videos that are 15 seconds, or maybe even a minute, people are building relationships at scale with you, because they're starting off by knowing something about who you are as a person, maybe it's, you love your pet. It's your favorite restaurant, just something so that they can humanize and connect with you.

[00:06:39] **Dennis Yu:** And maybe it's you speaking on stage, maybe it's the other people that, it's something just to be able to establish. Then you show knowledge and then you ask for the sale. Most people, when they're out there building a list or they're selling, they're so busy, they go straight for the sale. So they're taking somebody who's completely cold and trying to drive straight to the sale.

[00:06:58] **Dennis Yu:** And if it's a mid ticket product like 997, that's going to be very difficult for someone who doesn't know you at all to spend a thousand dollars on their credit card. So you've got to warm them up through these three stages and Facebook especially is designed for those three stages.

[00:07:14] **Jan Koch:** Yep. And we are looking at my awareness campaign in a minute on Facebook. And you can tear it to pieces and show people how those campaigns should be set up properly with dive into the business manager. But first I want to talk about what does it take to record those videos? You have this fancy setup.

[00:07:30] **Jan Koch:** I have a fancy setup is what you need to have in place to record those videos, or how do we start

[00:07:37] **Dennis Yu:** for paid content? You have to have proper audio and video. So I have a microphone up here, right? This is not the laptop you can see

it's actually right here, right? Here's the laptop. But to be personable and authentic and honest, this is all you need.

[00:07:52] **Dennis Yu:** So we literally are creating why, how, and what videos off of this. But we might show snippets of being in the studio. We might show snippets of professional video where we're on stage, where we're interviewing other people, because you guys know on the paid side, when people are paying from a PR paying for a program, they expect pro-level audio and video.

[00:08:13] **Dennis Yu:** But the funny thing is the ads don't have to be like that. The ads have to feel like they're not even ads at all, that you caught them off guard as they were like walking along with you and looking over your shoulder and seeing a day in the life of Jan, what does he do? Because the peop, the reason people buy from you, and this is something that blew my mind until I met a lot of people who make a lot of money, selling courses, info products, the reason people have.

[00:08:38] **Dennis Yu:** It's because they want to feel closer to you. They want to have access to you because you have that kind of authority. And the best way to do that is you feel like you make them feel like they're with you on your phone. Like your friends, my friend, Alex Berman calls is parasocial where someone like a Jake, Paul who's a friend of mine makes 30 million people all feel like they're his friends because he's producing it on his phone, but the courses and these other programs are actually shot professionally.

[00:09:03] **Dennis Yu:** So you have to mix both of them, but to draw people in a relationship, if it's too polished, people are going to think it looks like an ad. And that's the last thing you want is for people to think of.

[00:09:14] **Jan Koch:** It is so great because it just takes out all the excuses for not creating this content. I think you just, I see many people, they are intimidated by the idea of being on camera by having to look professional by not messing up their content and by not stumbling upon their own words and stuff like that, Hey, I'm not a native English speaker and I can do these interviews.

[00:09:35] **Jan Koch:** So if everybody can, frankly there's no reason not to do them. And even though I have this fancy camera and setup and all of that's not how I started. So I think that is a point that many people. Forget about you. Don't start at a professional level. You work your way towards that. And just, I

think yet yesterday at the time of recording this, I recorded a video on the phone filming the screen of my 2014 MacBook because I had just set up something processed where I turned those one minute videos into 10 plus tweets or something like that.

[00:10:09] **Jan Koch:** And I wanted to film that really quickly. And that video actually got very nice responses and people appreciated the look behind the scenes. And I was like, can I, you can publish this because I was like on the phone you're shaking a bit. The camera is you're moving, but that actually drew people in, as you said, this is what makes them feel like they can do it just as you are.

[00:10:33] **Dennis Yu:** Yeah. You know what the best video. Tell me the one you actually make.

[00:10:38] **Dennis Yu:** So all of us, we have that moment wow, that was really cool. I have this great idea. Great. Pick up the phone and record it right there. The little one minute video, because if you think about all I'm going to do it later, or when my hair's better, I don't even have any hair. You're never going to get to it.

[00:10:52] **Dennis Yu:** And the best videos that we've ever had are the ones where we just made them. And you'll see, this is not something I'm just telling you. This is something we practice what we preach. So if you see on my phone, I have got thousands and thousands of videos. And if you look at folks that we work with, there's thousands of these videos.

[00:11:08] **Dennis Yu:** So you can see I've got all these videos, tons and tons and tons of these videos captured on an iPhone. And these are what we use in. But then we have virtual assistants that will chop them up into different pieces. See we'll interview clients and clients will hold up books, or they'll talk about the results.

[00:11:24] **Dennis Yu:** We take stuff out of zoom calls. Look, these moments in time. There's my mate. She made an apple pie for me. That's really nice all these different moments. Here's my friend. Who's who built a lot of skyscrapers in San Francisco. It's just little moments in time, a little behind the scenes.

[00:11:38] **Dennis Yu:** There's tons and tons of these behind the scenes moments right here. We're in Las Vegas at the opening of a new casino. And this is literally just on my phone.

[00:11:47] **Jan Koch:** I remember we did something like that in one of our sessions where he brought me into a clubhouse room live on the video recording.

[00:11:56] **Jan Koch:** That's exactly the point, right? Where you just have this real world engagement that you are conveying on, on, on video,

[00:12:03] **Dennis Yu:** bring people into your life with interesting moments. So here I'm with John Lee and we're teaching a webinar with 700 people in there and a zoom kind of hard to see. Yeah. No, it's not in focus properly, but oh, there it is.

[00:12:15] **Dennis Yu:** There it is. But I'm literally just taking these moments in time. A friend sent the author of this book on defeating marketing system. He sent it to me. So I'm interviewing him and here, my friend mark is getting his teeth done. We flew into Dallas to see our friend. Who's a dentist and recording behind the scenes.

[00:12:30] **Dennis Yu:** As he's getting this done, they're using this special 360 degree machine. We have lots and lots of these moments. And we're just capturing lots of these moments often with famous people while we're having meals. So we'll have meals and over meals, we'll discuss things, just like the best tips you've ever got probably are when you sat down with a friend and they gave you this advice,

[00:12:51] **Jan Koch:** so literally the best ideas come to you in the shower.

[00:12:54] **Dennis Yu:** Yeah. And so I don't have to do anything special. All I do is just turn the camera on as I'm going about my day to day. For example, we'll be here hiking outside at red rocks, which is beautiful. If you come to Las Vegas, you should definitely see red rocks.

[00:13:08] **Dennis Yu:** And while we are hiking, we'll make little videos along the way. Yeah.

[00:13:14] **Jan Koch:** I started doing this when I'm walking with the dog as well. I think that is something that held me back for quite a while. It's like the thought of, I don't have a lifestyle. That's interesting enough to record videos about this and then use them as paid traffic ads.

[00:13:27] **Jan Koch:** In fact, the lifestyle that I run is what makes a part of my brand. It's what makes me, so bringing people into what I experienced on a daily basis is exactly the thing I need to be doing to get more email subscribers from paid traffic.

[00:13:45] **Dennis Yu:** Yep. It's literally that. And just like our mutual friend, as we all rats, who does Facebook ads, he walks to work every day.

[00:13:53] **Dennis Yu:** He has this walk that he does. It's a mile each way. And he just does a Facebook live like that every day. And he posts a picture of his workout to be able to have accountability that he's losing weight. Now, what does that have to do? Facebook ads? Nothing, but it builds a connection because people start to see him.

[00:14:08] **Dennis Yu:** And so he's putting that out there organically, but the highlights we can pull out, we can edit, pull out the best clips, the best tips that he has, virtual assistants, Fiverr, whatever you want to do, to be able to cut that up and then assemble these highlight reels, which you then feed into the machine and turn it into paid.

[00:14:23] **Dennis Yu:** And the things that do the best for you organically are usually the best they're going to work on the paid side.

[00:14:28] **Jan Koch:** Yeah. 100%. So that is the awareness stage of video. I telling stories, bringing people into our lives. What's part of the videos that go into the consideration stage of a funnel?

[00:14:40] **Jan Koch:** Like what can you walk us through the structure of a one minute video? Yep.

[00:14:45] **Dennis Yu:** So a how or a consideration mid funnel. Think of it as like a micro YouTube. So what do you, when you go to YouTube, what do you like.

[00:14:53] **Jan Koch:** We're looking for education. We're looking for, most of the time, sometimes it's easier, but most of the times I'm looking to solve a specific problem that I face

[00:15:02] **Dennis Yu:** right now.

[00:15:03] **Dennis Yu:** Yeah. And so people will show you how to do that. So you want to fix a toilet. You want to learn how to bench, press more weights. You want to learn how to do a particular technique. You want to cook a recipe. You're learning how to do that. And with YouTube people will watch videos that might even be 20 minutes long, but most of the time it's only three or four minutes long.

[00:15:21] **Dennis Yu:** And Ted talks. They intentionally, if you've ever given a Ted talk, they require you to cut down your talk to be between five and 14 minutes. And the best Ted talks are actually seven minutes. So imagine that you could do one that's just a minute that has just one tip or maybe just two tips where you're showing people how to accomplish something.

[00:15:39] **Dennis Yu:** For example, I could literally make a 15 second video saying. My arm is so short that I have to, I'd have to reach behind the camera and turn it on and, walk around the table and whatnot. Now I just got this little doodad from Sony \$49. I press the button and it automatically starts recording.

[00:15:53] **Dennis Yu:** I just show one little tip, or I can show another tip like here in the studio Hey, I used to lose all these SD cards all the time, but then I found that I could store them inside one of these, and I have them labeled a, B, C, D E, that way. I know which ones are, which, and so when you're on a shoot, you always want to carry one of these that way you never lose that valuable film.

[00:16:11] **Dennis Yu:** So just a tip like that. So you're just in, in your professional expertise, you're sharing things that, so think about those nuggets of the course where you can just pull out those highlights. We're talking about behind the scenes, the best is behind the scenes. So when we're filming a course, it could be just you in the studio, but it could be you interviewing someone else.

[00:16:29] **Dennis Yu:** I'd love to use podcasts as a way to produce a course. Then you'll see that I'm producing a lot of video. Of the video. So I had Dr.

Lyons here, who is the founder of cocoon, and here we're collecting B roll behind the scenes, right? Showing us as we are producing, showing lots of cameras and microphones and things like this.

[00:16:48] **Dennis Yu:** So why would we want to show things like this is Dr. Lyons is giving tips about hypoxia and mitochondria and cancer. And why would we want to show this instead of the actual footage? Why would we do that?

[00:17:00] **Jan Koch:** Because it makes me immediately feel like I'm on set with you. I see how much effort you put into this production because of all the gear that you have and how thoughtful you are about creating that course, it immediately creates authority.

[00:17:17] **Dennis Yu:** And it also brings us closer together. So when you see this, where we're setting things up, you can see that we're getting the equipment in place and whatnot, then you and I we're friends I'm bringing you long. I'm giving you special access. So instead of you seeing what everyone else sees, come with me, and I'm going to show you behind, I'm going to come with me.

[00:17:37] **Dennis Yu:** You're my personal friend. I'm going to share my best advice. I'm going to introduce you to all the other people that I know. So that's the sense that people want to get. So sharing expertise with a good friend and there's no sense of anxiety or fear of trying to sell to somebody else.

[00:17:53] **Dennis Yu:** Cause we might have some moments where we laugh. I like to put in place bloopers, silly things that we're doing, moments that aren't perfect. I love putting out moments that are not. Because then it says, oh, this guy is real, I'm not saying things that are embarrassing, but moments where you're not speaking clearly, necessarily, or you say the wrong word, that's actually good.

[00:18:13] **Dennis Yu:** And you'll see,

[00:18:15] **Jan Koch:** how do you become confident enough to do that? Because many people think that everything they have to put out needs to be this polished needs to be to the point. And perfect. As you said, how do you get confident enough to share something where you mess up? Even if it's just a small

[00:18:34] **Dennis Yu:** bit, two tips, one is you focus on them.

[00:18:38] **Dennis Yu:** So when you're looking in the lens like this, you see it, not as some gigantic eyeball or a crowd of thousands of people, you see it as your good friend, that's you imagine that is the eye, the left eyeball of your friend, and you were talking to them. And some people I know just to make it easier because of the camera, whatever, they'll literally put a little fake.

[00:18:57] **Dennis Yu:** And they'll look at the face just to make it, remind them that they're talking to a good friend of theirs because the minute people try to do public speaking, they're talking to this huge audience. They ruin it because they try to be perfect. They are very, they just freeze up because of the lights and the risk and all they start thinking.

[00:19:12] **Dennis Yu:** Self-consciously. But if you're focusing on them as a friend and you're literally just trying to help as much as you can, you're trying to share that knowledge. Then you're not thinking about yourself because you're thinking about helping them. You see this is going to sound bad, but it's true when you are messing up on camera or when you are not doing well or you're stuttering, or you lose your words or you have a fear of public speaking, that's actually very selfish because it means you're thinking about yourself.

[00:19:42] **Dennis Yu:** But if you're thinking about helping other people, if you're like a firefighter rescue person you're out there helping other people, you're not worried about, getting dirt on you as you're rescuing other people. So think of us as we're rescuing people who really need that knowledge. We're trying to give them the knowledge.

[00:19:55] **Dennis Yu:** We're trying to show them to be able to achieve this goal. My friend, Dr. Kim Grimes has a program reboot your marriage in 90 days. And so she goes through all the different steps to help these couples repair their relationships and discover what originally caused them to love each other, uncover the problems, improve communication.

[00:20:12] **Dennis Yu:** So she's going through her whole program, going through the exercises there. She's not thinking about her hair. She's thinking about, I want to help these couples as much as I can. And so she's sharing those little tidbits. And then along the way you feel like you're with her, you feel like you're going to lunch with her.

[00:20:26] **Dennis Yu:** And while you're going to lunch, she says, one of my coaching clients this morning, they had this problem. And then this is what I said to them to be able to help them overcome that one thing just as she's walking along, she's sharing that. You see how that, the context of how we frame that, how video is so much different than the way most people share knowledge, right?

[00:20:46] **Jan Koch:** Yeah.

[00:20:48] **Dennis Yu:** It's all in the video. Yeah. We can go into the detail in just a moment. We're going to log into John's account and we'll take a look at the structure and I'll give you some tips on how to set up Facebook ads and Twitter ads and mechanically, how that set up. But increasingly it's all in the quality of the video you put in the system, it's 95%.

[00:21:06] **Dennis Yu:** The quality of the Vietnam talked to anyone else who's successful selling courses. They will all tell you the same thing. It's the quality of the video put in the system. If you do that, the system just, it's very easy to set up the system, just optimize it.

[00:21:18] **Jan Koch:** That is really good to hear. And the quality of the videos it increases over time.

[00:21:24] **Jan Koch:** I've set out as to record 90, 91 minute videos so that I have content for 90 days and I can publish one, one video per day and then the best ones of those I boost. And I run through the dollar a day system just to build up that audience. The first ones suck, even though I've been doing video for I think we met six years ago, so I've been doing video for maybe eight or nine years.

[00:21:48] **Jan Koch:** I still am not happy with the quality of those videos that I created, but over time, I'm 30 videos in, oh, what time does videos become better? And I'm getting more familiar with the format. And I think that is something I just want people to understand, even at the level, then as an IRS, we feel that sometimes we create content, we shouldn't be sharing and we still do, because we know it's important that we create that content.

[00:22:15] **Dennis Yu:** Yep. And it's those moments that you think that content wouldn't be very good that people will say that was really amazing. And the thing that you are going to be harsh and judgmental and critical about are

things that people are not even going to notice, because you're going to say, oh yeah, there's a little stain here on my shirt.

[00:22:31] **Dennis Yu:** I need to change my shirt. No one even notices that you probably didn't even notice I'm wearing a red shirt until just now. No, it's not that.

[00:22:39] **Jan Koch:** Yeah, definitely. True. Definitely true. So let me bring up a screen-share then for. My ad campaigns. So let me take a step back and let's go through the campaign setting.

[00:22:53] **Jan Koch:** I've called it awareness and then video views. It is an auction campaign. Objective is video views because the goal for this is I want to build an audience on Facebook that I can retarget later on. So in the, in those videos, there's no direct call to action. It's just me sharing something and the audience, or one of the audience I built is a us media employees.

[00:23:23] **Jan Koch:** So those are employees at NPR, New York times, Reuters, CBS New York post USA today, Inc blah, blah, blah. It's running at five euros a day with four ads. So that's roughly one one Euro per video per day. And I have said it to show on Facebook. In the newsfeed marketplace, video ads, Facebook stories in stream search results in articles.

[00:23:55] **Jan Koch:** So I have thought that I am clever enough to not go with automatic placements and I am really excited. So the optimization of Izzy is for through play. Yeah. I would love to know what you think about this. So went about this ad set structure. So when we go through it top to bottom, what do you think about

[00:24:18] **Dennis Yu:** this?

[00:24:19] **Dennis Yu:** So what you did here would be ideal five years ago, but the way it's optimized now, you're going to choose all placements and almost every single situation. Okay. And the reason why is Facebook is going to optimize to the through play. So we keep it on automatic, let them balance. And you're going to find, for example, if you upload 15 second vertical store, They're going to naturally put it in Instagram stories or balanced newsfeed.

[00:24:46] **Dennis Yu:** They're going to do the balancing for you. Also a through play is playing the entire video or 15 seconds, whichever is greater. So this is

people who are actually paying attention. The fact that you chose video views is something we don't do, unless it's a small target, like an inception target, like what you have here.

[00:25:04] **Dennis Yu:** So because you're choosing people that work at the New York times that work at social media examiner that work at these other places, which are all very small audiences then going for video views, which is basically reach plus people staying on is okay. If you try to go for conversion or you go for something that's lower funnel, the lower in the funnel you choose as your objective, the more you're going to pay for that traffic.

[00:25:27] **Dennis Yu:** And then the more calls to action there are. So that's smart in this video at the top of funnel for small lines is not to do a call to action. So if you did, if you chose a lower funnel, And a small audience and you're trying to sell, you will get penalized so hard that you'll probably end up paying 40, \$50 per thousand impressions.

[00:25:45] **Dennis Yu:** But the way this is set up, maybe you're only paying six or \$7, right? So the more calls to action, the more links, the more salesy it is, the more Facebook automatically is going to Jack up the price that you're paying for that traffic. So this looks, but just remember here, this is inception. So inception is where you're trying to manipulate the media.

[00:26:04] **Dennis Yu:** So you're targeting these people by where they work. Not people who read this read CNN, but people who work at CNN. So the content that you have has to be authoritative enough that someone who works in the media says. That's a really interesting story. I'm going to go click on that guy on and see, I'm going to click on his program.

[00:26:21] **Dennis Yu:** I'm going to see what's going on there to learn more. If the content isn't interesting enough, because the media people are bombarded with content, right? It has to be pretty good. I've seen a lot of people say, oh, I followed your dollar a day approach. Or in this case, five euros a day. And I targeted the media and it didn't work.

[00:26:36] **Dennis Yu:** None of them called me. I didn't, I'm trying to sell my stuff inside Walmart. I've got a product I want to sell the Walmart's. And when to target all the Walmart employees were executives in Bentonville, Arkansas, their headquarters. Then it didn't work. And I'll say, yeah, because it looked too much like an ad and reporters, but in other B2B targeting, I could target all

the people that work at a certain company, because maybe there are people who have a certain kind of job title that I'm trying to sell a course to. Then the bar is a little bit lower, but then again, remember the audience is small. So they don't. The beauty of workplace targeting is that they don't know that you are targeting just them.

[00:27:13] **Dennis Yu:** They think, oh my goodness, this could be anybody on Facebook. So take advantage. That

[00:27:16] **Jan Koch:** is actually a really good example. Then there's something that I wanted to set up over the next couple of days is in the audience for employees at fortune 500 companies in my ads, obviously are all about virtual summit mastery running virtual events.

[00:27:31] **Jan Koch:** And you can see those retargeting audiences by the way, everybody who's looking at this. And so I have those a seven day 28 day 90 day, 180 days, 365 days for Facebook for the fan page engagements. I have that for the website somewhere as well. There we go. Here's the website custom audience. So this is all the stuff you set up in the digital plumbing phase that we talked about earlier.

[00:28:03] **Jan Koch:** This is what you need to have in place. And I have very low traffic because I'm just getting started with those campaigns currently. When we create an audience targeting people at big companies, I want to say, it's not actually, you asked, could be fortune 500 employees. Let's say we're targeting the United States.

[00:28:27] **Dennis Yu:** Just be aware that you're targeting Walmart or Sears or Chevron, you're going to target a lot of retail employees. So unless you, if you want to re reach those blue collar, lower wage people just be careful. You could be wasting money from target executives. You have to additionally target and who have these particular job titles or these particular roles or certain age or in the headquarter city.

[00:28:50] **Jan Koch:** Interesting. So what I would do then if I say, I want to pitch how to run cooperate events. Online. I would use companies that are very, I want to say digital, native. Yeah. So you would go with something like apple, maybe employer, apple employer, Adobe.

[00:29:13] **Dennis Yu:** You could do that, but another way, which might be easier is target the conferences or the publications or the organizations that they're a part of or target the job title.

[00:29:25] **Dennis Yu:** Because if I target everybody at apple that's a lot of people and that's a lot of different roles, but maybe they're are events, planning, people, there's facilities, people there's a director of marketing and PR, right? So now you've got job titles, right from large companies without specifying the name of the company.

[00:29:42] **Dennis Yu:** But you can specify the size of the company and then job titles. You want to be careful about titles like CEO. I think if you look in the United States, it'll say something crazy, there's 10 million CEOs.

[00:29:52] **Jan Koch:** That's because everybody calls themselves a CEO.

[00:29:55] **Dennis Yu:** And if you look at Facebook as a target, it'll show something ridiculous.

[00:29:58] **Dennis Yu:** 2 million people work at Facebook. That's a bunch of kids that are just saying they work at because it's just putting in whatever you want in there. So you gotta be careful about that.

[00:30:05] **Jan Koch:** Yeah. So essentially what I could do is I couldn't use the company names and then demographics for the positions, for the job titles.

[00:30:16] **Jan Koch:** Yeah.

[00:30:16] **Dennis Yu:** I would use the company name only when you really want to target people at that particular company, or maybe a group of five or six. Otherwise I would do, what's called lateral targeting, which is targeting by publications and conferences and magazines and job titles. Where if, or if they like this product, if they use a particular piece of software, then that's a good indicator.

[00:30:36] **Dennis Yu:** There's someone who might want to buy my course to. I see.

[00:30:39] **Jan Koch:** So I would target probably people who use HubSpot. Yeah. Who are native with a digital marketing.

[00:30:46] **Dennis Yu:** Yeah. And then targeting conditions. It could be social media examiner. I saw you had that. There could be people who use HubSpot versus people who work at HubSpot.

[00:30:55] **Dennis Yu:** It can be people that like marketing automation, it could be people that maybe they see you could target people like Tony Robbins or Gary Vaynerchuk. But then they have a lot of audiences that would never really, they want to be famous, but they never really want to mean it's just like targeting fans of Martha Stewart or Gordon Ramsey.

[00:31:12] **Dennis Yu:** You have a lot of fans, but those people don't want to be professional cooks. Yeah.

[00:31:16] **Jan Koch:** Tony Robinson's 19 million,

[00:31:18] **Dennis Yu:** two too big. Usually 50,000 to a hundred thousand is going to be about where you want to be. So you might go a little further. So the classic example of literal versus lateral targeting as this, and we did this for it.

[00:31:30] **Dennis Yu:** Wasn't Maserati. We did it for McLaren and McLaren said that they wanted to go after Ferrari's. And I said, no, you don't want them to go off to Lamborghini's fans. No, you don't because there's a bunch of 16 year old boys didn't want the Lamborghini. Okay. So let's target people who are in the Ferrari road racing association, or a skip barber school of driving or other things where that, if someone's in the skip barber school of driving, they probably own an exotic car. So think about those lateral targets, a lateral target is if they're a member of that association or they use that product, they're not some consumer that aspires to play basketball or spires be famous, but they clearly are a practitioner.

[00:32:15] **Dennis Yu:** A very specific target that only an expert or a really passionate fan would know about. You see what I'm saying?

[00:32:21] **Jan Koch:** Yeah. Yeah. So that's basically the point of understanding your audience and then knowing which organizations with which associations are the most important.

[00:32:33] **Dennis Yu:** Yeah. And you already know what the organizations and publications and blogs and podcasts are.

[00:32:37] **Dennis Yu:** You already know who the top public figures are. So I've been targeted. I wonder if I'm even still there to type my name in there, just to see if I'm in there. I think, do you have too many NS? Who's that right? Oh, let's see. I'm not showing up anymore. Okay. I used to be in there so people would target me and they put an ad and the company was in there.

[00:32:55] **Dennis Yu:** But because of GDPR and Cambridge Analytica, it doesn't show up anymore. Even some really big companies don't show up anymore. You literally used to be able to target random businesses that were just down the street from you.

[00:33:07] **Jan Koch:** Yeah, it's interesting. I think the WP chick is so no, she's not in there anymore either.

[00:33:12] **Jan Koch:** It's a friend of mine Kim Doyle, who was known as WordPress chick. Oh, there she is 5,000 people. And she's not even using that brand anymore for the past three years or something like that. And it still shows up.

[00:33:25] **Dennis Yu:** But if people were fans of it awhile or people were talking about it, Yeah. So you definitely can take advantage of history as well.

[00:33:31] **Dennis Yu:** One of the things that we did for dish network, which is one of the top 50 advertisers on the planet was they wanted to push out content targeting different ethnicities because they have different channels for India and Pakistan and Singapore and Brazil, and Facebook took away the ethnic targeting, right?

[00:33:49] **Dennis Yu:** Because that was illegal or whatever. So then we targeted the TV shows of people who we targeted. That's the actors, right? So only if you were in Pakistan, would you know the name of these particular actors? So you can still get around that. That's called lateral targeting as opposed to direct targeting is going to Google and searching for a particular keyword.

[00:34:09] **Dennis Yu:** Cause you know, if someone searches that key word, then they want to buy, they're ready to fix their broken toilet or what do you know? I need this that's Google. Google is very direct, but Facebook's about lateral. So you see how lateral if they like this one thing, it's a good sign that there are, there's someone we want to talk to.

[00:34:22] **Dennis Yu:** And Facebook targeting is all about lateral.

[00:34:26] **Jan Koch:** Yeah, that is really smart. Now I want to to put you on the spot here a little bit to maybe show that I'm not in the, my audience isn't big enough, but I would love to have you walk me through creating a campaign for level two of the funnel for the consideration videos.

[00:34:41] **Jan Koch:** So I have this awareness stuff that is running and it has it's running since yesterday. I think so there's definitely not enough through plays, but I have around, I think, 2000, 3000 through place. Yeah. What do I do? How do I set up a campaign for the consideration stage of the funnel?

[00:35:03] **Dennis Yu:** So consideration is when we want to collect an email address or we want to drive them to the website.

[00:35:08] **Dennis Yu:** It's one step deeper. We can run it as a remarketing audience of anyone. Who's seen one of those top of funnel videos. So that way they seem to have these videos and then they get put in a pool for retarget to the next piece. Or we could just use those same targets that we had before and choose lead gen here.

[00:35:26] **Dennis Yu:** Or we can choose the, where is it? Traffic is website visits so we can choose either one of those two, I tend to not want to do messages because then you have to hook in a chat bot. And those are you going to get a lot of low quality things, but actually for this let's do let's choose traffic.

[00:35:46] **Dennis Yu:** So that's the easier one to start with and then we'll do lead gen. Perfect. So traffic is, we want to send people to your website, so give it some kind of name. And that means is the landing page. Yep. So you could, I like to give these very general sorts of names. It doesn't really matter too much because we're running most of these things at the campaign level, and Facebook has something called CBO campaign budget optimization, where it's going to reallocate budget between the ad sets.

[00:36:15] **Dennis Yu:** I wouldn't worry too much about that right now. Okay. So main thing is, yeah. Now when you're driving to a website, the cost of the traffic is going to be a lot higher, so lower in the funnel. You go, the more they're going to charge, don't worry about the AB test right now that only works when you're spending, 50, a hundred dollars a day.

[00:36:34] **Dennis Yu:** When you have something that's working. Oh yeah. Always leave CBO on. And by default it will always be on later. And let's say we put, \$5 or 10 euros, maybe yeah. Five or 10 years a day.

[00:36:49] **Dennis Yu:** Okay.

[00:36:52] **Dennis Yu:** Now a website.

[00:36:57] **Dennis Yu:** And they could make an offer. An offer is where you have to have some kind of discount or, bring it into the store to get a free cookie if you buy the chocolate or something like that. But I wouldn't worry about that. And I like to run it as a, let it run ongoing. Now, if you wanted to send total budget, you say, okay, I'm going to spend \$500 over the next week.

[00:37:17] **Dennis Yu:** Then you put an end date and you set a total budget, but that tends to screw up the way it's optimizing. Now what I'd like to do now, maybe you have a different event kind of schedule because sometimes people like they run events where it's a live event and they have these different cutoffs for like early bird and whatnot.

[00:37:32] **Dennis Yu:** But if it's evergreen, then I liked it. I really like evergreen because it gives us an ongoing chance to always be able to tune. Yep. Okay. Now let's go down. We're going to choose an audience. Now, if you've created these different custom audiences, so click in there, you're going to see the different audiences that you.

[00:37:47] **Dennis Yu:** This one, not as, yeah. As you are running those video view campaigns or your boosting posts, the size of those audiences are going to start to increase. If by chance, one of these ads say, gets disapproved and gets turned off. Then the size of that audience will start to shrink, right? Starting from the one day or seven day audience, all the way to the, 28 or 90 day audience, right?

[00:38:08] **Dennis Yu:** Because if your ads, if you turn your ads off, then all of a sudden the, not the amount of traffic flowing into that audience pool, because it's 7 28 and your 90 day audience will start to get smaller and smaller. Likewise, if you have something that's working at the top of the. And then you ha you have a, you're generating a hundred, another a hundred, 200 video views per day or something, which then you retarget against.

[00:38:29] **Dennis Yu:** If this ad's doing well. And you're like, oh, this is so good. I'm going to spend \$50 a day. Now you're generating 2000, 3000 visitors a day. You have to adjust the remarketing campaign to catch that, right? So the bigger, this is here, the larger, the more you have to adjust your remarketing, they go hand in hand, right?

[00:38:45] **Dennis Yu:** A lot of people don't realize the impact between the you the, if there's more coming in at the top, then there's more, more coming through at the bottom, or if the top dries up, then there's not enough to remark it against a classic problem is setting up website, custom audiences. So that's what you have for WCA.

[00:38:58] **Dennis Yu:** And that's people who've been to your website in this case, all visitors or people who've been to a particular landing page. If you don't have a lot of people coming to your landing, You should still retarget, maybe like on a 30 day audience and skip the one in seven day audience, but just recognize it's going to be small, but the more successful your other efforts are not just Facebook ads here, but doing email or doing joint ventures or being on podcasts or driving people from a YouTube video or other ways to drive people to the website that increases more and more people that you're able to retarget against.

[00:39:27] **Dennis Yu:** A lot of people don't know that when you're setting up this retargeting it's for anyone who's been to the website, it doesn't matter that they came from Facebook ads that WCA all visitors that's anyone who's been to the website. It could be, SEO or something, it could be, I mentioned you on Twitter and it drove people to the website.

[00:39:42] **Dennis Yu:** That's going to be inside this pool. So I love seeing like what you have here, the website custom audience, 30 days. I think that's absolutely fantastic because it amplifies anything you already have that's working.

[00:39:53] **Jan Koch:** Yup. Yup. So we're just, we just use that add a few locations right here.

[00:39:58] **Dennis Yu:** Yeah. And they're giving you a warning on the right side saying you might not get any clicks because the size of your remarketing audience is very small, right?

[00:40:07] **Dennis Yu:** And you can go to the event helper and it'll show you what the events look like. Whether it's from ads or analytics, you know what the size of the audience is. I'm not too worried about that piece because we're going to create other ads. So we'll take the same ad that we run and we'll run it against a lookalike audience, and then we'll run it against the, the video view engagement audience, or run it against the workplace audience or run it against custom audiences that we have.

[00:40:31] **Dennis Yu:** So the other people that we run a virtual summit with, for example, maybe they all upload their email list. We'll run against all of them as one big list. So we're going to take that same creative and run against many different audiences here, inside this campaign. So you can see inside the campaign, you have many different ad sets.

[00:40:49] **Dennis Yu:** So each of those ad sets go from small audiences. Like people been to your website in the last 30 days, all the way up to big audio. And then we're going to see what the trade-off is and your cost per conversion versus how many conversions you get. So if you're the small audiences, so the really small audience, the people who have been to your website in the last week or something, that's the highest quality, right?

[00:41:09] **Dennis Yu:** But it's also the smallest. Normally we're going to find that currency converts well, but it's just a really small audience. So then we'll keep stepping the audience bigger and bigger. So we move to a 28 day audience. We moved to a full remarketing audience of all the people who watch our videos. We move to, partner audiences.

[00:41:25] **Dennis Yu:** We, we moved to lookalike audiences. And as long as our CPA and performance is working well, we'll keep expanding those audiences bigger and bigger. And if you get all the way down here and you have a 2%, 3%, 5% look alike, audience, and it's working, then you don't even need to worry about these other audiences.

[00:41:41] **Dennis Yu:** You just literally just, you just run a 3% audience or 5% audience against driving. And or driving whatever is your market collecting the email address. And then the system does the work for you. And so when you look inside campaigns that have spent over a million dollars for lead gen for building lists, you're going to find that typically have just two or three winners, but they've done a lot of testing to find the two or three winners, but those winners, they just let run.

[00:42:06] **Dennis Yu:** Yeah. So

[00:42:08] **Jan Koch:** essentially what you're saying right here is don't worry too much about the size of the individual audience, because the CBO will then distribute traffic to the ad sets that are performing the best. And then when we go to the next step, we've defined the ad sets with all the different retargeting audiences that we have in that.

[00:42:28] **Jan Koch:** And we would upload a short video, say, for example, I have this evergreen webinar where people can sign up to, I would upload a short video with one of the highlights from that webinar and say, sign up here, maybe do a little screen cause of the webinar landing page so that people see exactly what they get taken to when they click on the link where they have to enter their email address and stuff like that.

[00:42:52] **Jan Koch:** So that I make it as easy as possible for them to sign up.

[00:42:55] **Dennis Yu:** Yeah. And you can take that same ad and you can turn it into a lead ad. It's the exact same ad. But with the lead ad, it's going to go to. If people are going, they want to find out more, learn, more, sign up, whatever button you have, and then you connect that to your marketing automation.

[00:43:08] **Dennis Yu:** But it's the same thing. Yeah. Just know that we run into a lead ad or do you run to conversion that Facebook's going to charge you a lot more for that traffic? It can be worth it, but just make sure the lower in the funnel. It is that you're very intentional about it because when you create an ad, Facebook will say, oh, would you like to put a call to action?

[00:43:25] **Dennis Yu:** And most people think, yeah, why not? Let's put send message or more buy now. And they don't realize that when you do that, the cost of your ad goes three times higher or more. So do it only if the expectation is people that are going to convert and they're ready to convert.

[00:43:39] **Jan Koch:** Yeah. So it really makes sense to just build up an audience without any CTA, to just get them familiar with your story and with the messages that you have to share and then re target with CTS after.

[00:43:52] **Dennis Yu:** You can, yeah, you should retarget, but also because of Facebook becoming so sophisticated, now you can, so you're still going to be target, but you'll also run cold traffic against audiences that you think are

interested that are interested in other personalities that are, that you think if they like this person, they probably might like my course, you're going to run cold traffic straight to that.

[00:44:12] **Dennis Yu:** So you're going to test retargeting versus those interests you have versus the big lookalike audiences, right? You're going to try all of them and see which ones work. So it used to be that we would say anyone who consumed top of funnel content, we, it, all of them to the next stage. And then only people who've seen this next stage, do we market to the next stage?

[00:44:32] **Dennis Yu:** But now we can actually drive people all the way down, but we always want to test the difference between some people moving one step at a time versus going all the way down and. So I know it sounds like I'm contradicting what I said before, but what's going on is we're letting Facebook's algorithm determine what the journey is because there's always some people that in 20%, they just, they're excited.

[00:44:53] **Dennis Yu:** They're just ready to buy right now. Or they've seen you before. And this is something in the last three months, a big change has happened. They've seen you, but you don't know that because apple has hid that content from us because of iOS 14. So you don't know they're, you don't, they're not in your list.

[00:45:08] **Dennis Yu:** They're not in your retargeting pool, but they heard about you because a friend was tweeting about you or because of someone has a Starbucks or something, somehow they know about you, but they're not literally in a custom audience of yours. And we see a lot of that all the time. And so this looks like a cold conversion, but increasingly because of privacy rules and Chrome is getting rid of third-party cookies, a big, a lot of the tracking is going away.

[00:45:31] **Dennis Yu:** So you're going to have to rely upon the fact that your content is good and high engagement will be. A proxy for whether people are going to convert. So we can see with your video views, you're getting those video views at two and 3 cents. That's a good signal, right? It's building cheaper remarketing audiences, but it's also telling us that the people are staying the watch.

[00:45:48] **Dennis Yu:** They're probably more willing to share and tell their friends to.

[00:45:52] **Jan Koch:** Yep yep. 100%. And then ju just to finish this off real quick, we would create the ad, upload the video add a primary text headline description. And so on set our landing page in my case, which was some of mastery.com/masterclass as the destination really important.

[00:46:13] **Jan Koch:** We've talked about that in another context, set up the URL parameters critical really important. Tell us a little bit about that. Why is that so critical that we.

[00:46:22] **Dennis Yu:** This has happened in the last three months, especially. So if you are, if you do this and you just run the ad, just like we see here and you don't put in the URL parameters, and then you go inside your Google analytics, it's going to show very little traffic is coming from Facebook.

[00:46:35] **Dennis Yu:** And it's going to often show up in a bucket called direct none when you run your source medium report. So then you go look at your Facebook stats and say, oh, you drove this many clicks and whatnot. And then you look inside your Google analytics or inside your CRM or insight, whatever program you're using.

[00:46:49] **Dennis Yu:** And you'll say, wow, the numbers don't tie Facebook must be lying to me or whatnot. No, that's not the case. You have to force the traffic. So Google has these URL parameters, which allow you to specify, the source medium, the key word, the channel, the campaign, all those sorts of things. And I just like to put in, the campaign source is going to be, Facebook.

[00:47:14] **Dennis Yu:** And maybe the medium is, whatever it might be, it doesn't matter. Or you can take the campaign name. You can put that stuff will automatically be put in there, but at least that way, when you run the campaign, so you have campaign name, you can be dynamic or not. When you go into Google and you run a campaign report, it's automatically going to be categorized under that except no, it will be.

[00:47:36] **Dennis Yu:** I was about to say, if your website still has an issue with site-wide SSL, meaning you don't have all your pages as SSL, then it's going to hide the referring agent. Meaning you don't know, it's going to show that you don't know where the traffic came from. Yep. So provided that you have site-wide SSL and, but a lot of people don't for some reason, then, because they don't know what an SSL cert or they think it only applies on shopping carts. No, it's the whole site. Then it's going to force what you want is it'll force you when

you go into your Google analytics, which is actually where we do a lot of our analysis. It's going to group it by campaign.

[00:48:11] **Dennis Yu:** If you have, if you go into your source medium report and your direct, none is more than 10%, you have a tracking problem. For sure.

[00:48:19] **Jan Koch:** That is a really important takeaway. So back to Facebook, we leveraged these UTM parameters and essentially that's all that we have to configure, right? So we have the call to action would, which would be whatever fits the ad context.

[00:48:39] **Jan Koch:** For me, it would be something like sign up because I'm promoting an evergreen webinar. Yeah. With track events, make sure that you have the right pixel in place. And that's really it to finish off this campaign set up, is it?

[00:48:55] **Dennis Yu:** Yeah, you could do that. And so you set it up to be a manual bid because you haven't specified what a click or what a lead is worth.

[00:49:02] **Dennis Yu:** That's the way to start out initially, because you just want it to generate some traffic. Then later you can come and you can say, I think the clicks should be less than a dollar, or I think that leads should be, \$3 or less, but we don't put the manual bid caps on until we run some traffic.

[00:49:16] **Dennis Yu:** Cause we want to look at it first before we touch anything.

[00:49:19] **Jan Koch:** So that, that is here in the ad set spend limits or where do we configure? No, that's the daily where we configure those prices

[00:49:28] **Dennis Yu:** is going to be where, oh, there we go. Here we go. Yeah, link clicks. And

[00:49:37] **Jan Koch:** it doesn't let me edit that though. Maybe that's because the ad isn't running yet.

[00:49:42] **Dennis Yu:** You could do link clicks, but landing page views is going to be a little bit better. If your site loads slow, then there's going to be a greater and greater difference between link clicks versus landing page views.

[00:49:51] **Dennis Yu:** Maybe we do something

[00:49:52] **Jan Koch:** here, right? I think it is because the strategy is lowest bid lowest cost bid strategy. Doesn't have a cost control. So I think on con on the campaign level, we have to update yeah. Campaign bid strategy, lowers costs. So on the campaign level, we can set that.

[00:50:11] **Dennis Yu:** Okay.

[00:50:12] **Dennis Yu:** Yeah. Cost cap. There we go.

[00:50:17] **Jan Koch:** Yep.

[00:50:18] **Dennis Yu:** Yeah. And then at that level we can change the bid.

[00:50:21] **Jan Koch:** Yeah. Yup. So this has been really helpful. Thank you for walking me through this. Even from a selfish perspective. I know a little more. I know. So I appreciate that quite a bit. And I think the summit attendees will too. Now the process for setting up the third level campaigns, the conversion campaigns, that's essentially the same, is it retargeting?

[00:50:45] **Dennis Yu:** Yeah, but you're choosing conversions. So everything's the same. You're just choosing conversions. You're also running retargeting, but you're also going to run some direct. Now, your CPA, right? Your cost per lead, or your cost per acquisition on choosing a direct conversion is going to be higher than a remarketing audience.

[00:51:00] **Dennis Yu:** It always it should be, if not, then your remarketing content sucks by the way, don't use the exact same remarketing content as what you have in your initial ad. Otherwise, if they didn't, if they weren't interested the first time showed them something different, show me another angle, show them another story, show them something different.

[00:51:15] **Dennis Yu:** And also you saw in the sample ad that John put together. I know it wasn't. The actual video is so we were just templating right now. But remember we were talking about. Cell phone video. So we're talking about vertical video. So do not make the mistake of uploading landscape video, right? You want vertical video, which will take up the whole screen.

[00:51:35] **Dennis Yu:** Your ads are going to perform so much better. It's not going to look like an ad. And then another point too, is it w what page were you putting that under yawn? Was that under VSM

[00:51:44] **Jan Koch:** under the VITROS

[00:51:45] **Dennis Yu:** page. You want to put it under your public figure page. So it looks like a person and test it. And usually the public figure page will do twice as well, because it looks like a person as opposed to a page.

[00:51:57] **Dennis Yu:** Try it. It's perfectly legal. People say it's black hat, or it seems like a trick. It works super well. If you do a search for me, Dennis, you'll see that I'm at well, you and I are friends, but I also have a public figure page. So it's a business page it's called Dennis. You write.

[00:52:13] **Jan Koch:** Yeah. And then grid just to make it more personal for the people who see the ad.

[00:52:18] **Dennis Yu:** Everything we're talking about here today. If there's a lot of details, you're like, oh my goodness, I can't now I came in. I'm even more confused. Just remember this. When we're using Facebook ads to try to drive to build our list and try to drive people to sign up or be able to buy some kind of upsell that we have, whatever it is we're trying to sell.

[00:52:34] **Dennis Yu:** We're trying to do the exact opposite of what an ad looks like. So we're making vertical video, we're doing it off of a public figure page. We are remarketing against video views. So people feel like they have a relationship with us. We're building trust. So we're going behind the scenes with these other kinds of video.

[00:52:51] **Dennis Yu:** We're including mistakes that we have so that people see that we human. So it doesn't look like an ad or avoiding call to actions until we hit the bottom in the middle of the funnel. We do all the things that are the exact opposite of what an ad is, and that's, what's going to work because people are too smart.

[00:53:04] **Dennis Yu:** Too. They know what an ad looks like you, and I know it. And we'd you would probably think, oh, I don't click on ads. I'm too smart to click on ads. That's what our users are thinking too. So assuming and share,

share knowledge, you're going to spend most of your effort in the middle of the funnel.

[00:53:19] **Dennis Yu:** So remember we talked about why, how and what, so the why is you're sharing knowledge, you're sharing lots of knowledge. You're interviewing other speakers, maybe five minute interviews just to, Hey, give us a sense. Young. What are you going to talk about in your session? Oh, we're going to talk about this right.

[00:53:32] **Dennis Yu:** Show, the friendships, show the rapport. So then they feel like they're friends and they're coming along that journey with you. And so the why video, right? The top of funnel awareness can drive into the how and the why and the how can drive into the what. But we're probably going to find is that because of JVs that you have things like course bundling, or you have other ways to drive traffic or you're running Google ads, or you have ideally you have a big email list, and 10,000 plus in your email is whatever remarketing audience you have. That builds a custom audience. It allows you to then build lookalikes is going to help you then build larger pools to do middle of funnel, which then helps you build larger pools for the top of the audience. So even though the user goes top, middle bottom, the way we build our campaigns is actually bottom up.

[00:54:17] **Dennis Yu:** You see the user experience goes down, but our campaign build goes up. You know why that is?

[00:54:23] **Jan Koch:** Tell me, Hey, I want to get, I want to guess because when you do the conversion first, you have the biggest, the fastest chance to get a positive return on ad spend.

[00:54:34] **Dennis Yu:** Yeah, because remarketing you're right.

[00:54:35] **Dennis Yu:** Number one, remarketing is the easiest money. It's just free money. There's no reason not to have it to Facebook in order to optimize is looking for 50 events per ad set per. If you can get to 50 conversions per week, then you could probably scale it to hundreds of thousands, depending on what the available size of the market is.

[00:54:51] **Dennis Yu:** So you want to feed Facebook, a clean signal here at the bottom of the funnel, because that tells us, it tells Facebook who it is that is buying, who is signing up, what are their attributes and their ability to sub

target gets better and better when you have your digital plumbing and all that set up. If you start from the top of the funnel and you put out content, and then you think it's good content or whatever, and certain things get a better cost per view or more engagement or whatnot, that might not be the people who actually will sign up for the summit and actually will buy.

[00:55:19] **Dennis Yu:** In fact, there's people that will put in an email address, but won't actually buy the product that you have so that if you start at the top of the funnel this could accidentally mislead Facebook into going down the wrong path and drive new users that you don't want. So we build from the bottom.

[00:55:35] **Dennis Yu:** But the user journey is down and the more money we make, we reinvest in, we started maybe five years a day. Then we moved to 10 years, moved it through. We use our earnings to bootstrap up into the funnel.

[00:55:47] **Jan Koch:** This is so counter-intuitive,

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[00:55:49] **Dennis Yu:** love this so much. It makes no sense until you actually do it and you realize that's how it is.

[00:55:53] **Dennis Yu:** Yeah.

[00:55:54] **Jan Koch:** Yep. That is so true in that. I'm just thinking about how I could leverage this because I have a book funnel for BSM two. I sell \$5 book and the average order value is \$60 because of upsells and auto bumps and stuff like that. So I could theoretically set up a conversion campaign for those books sales, because \$5 is quite a affordable offer.

[00:56:16] **Jan Koch:** Run that against a custom audience from my email list, or maybe a 1% audience from my email. Try to get some, say it's from that and use that money to boost all the video views for the consideration stage. And yeah.

[00:56:34] **Dennis Yu:** That's what people don't understand. Now what John's talking about, because he's got his funnel setup and he's got the upsells so that he knows that the LTV or AOV is \$60.

[00:56:44] **Dennis Yu:** Then you know, he can spend \$30 to acquire a customer on a \$5 book sale. So that means he can take all this custom audiences, which are just free money. People who didn't buy because you send people to a landing page. Maybe you're lucky what 2% by that means 98% in by remarket the heck out of that 98% remark it on Facebook, on Twitter, on LinkedIn, on Google.

[00:57:01] **Dennis Yu:** Like literally just remark it across all those things. And then if you've got 50 conversions per ad set per week, ideally if you have less, you can still do it. Then create a 1% lookalike. But if you don't have any conversions coming in and then you try to create a 1% lookalike against an audience of just 10 emails or something like that, it's, there's just not enough for Facebook to work with.

[00:57:21] **Dennis Yu:** Now, Facebook will say that they want at least 200 in a list to be able to create a look alike, to have a clean seed. So a seed of at least 200, but we've seen that if you can get a third. So maybe it was the last, virtual summit, you ran and now you're doing the next one and let's just, it's the same topic.

[00:57:36] **Dennis Yu:** Then that's a good signal. But ideally if you can get 500 a thousand people people who have bought then your lookalike audience is going to be pretty solid, right? Once, once you can step up from your custom audience to your lookalike, you're going to run your look alike on conversion ads first, then run the lead funnel or, collect the email address, whatever the offer is that, the, my free guide on the 10 ways to do whatever against that lookalike audience, what matters is you're leveraging that lookalike audience all the way up, but you're starting with the clean signal people who've actually bought.

[00:58:08] **Dennis Yu:** If you're new and you don't have a list at all, then you have to borrow this from other people of people who have bought similar products, try to create a look like again,

[00:58:17] **Jan Koch:** Yeah. Yeah. This is really powerful solving. I think it is a fantastic way to wrap up this conversation because we've covered a ton of ground already.

[00:58:26] **Jan Koch:** And I don't want to totally overwhelm people who are watching this. If you had to summarize what we've just talked about into three

steps on generating leads, targeted leads with paid traffic, what would those three steps be

[00:58:40] **Dennis Yu:** to generate more paid leads for your VSM or course, or event you want to start with something that's already working and use Facebook to amplify that.

[00:58:50] **Dennis Yu:** So you have an existing list of attendees. You have other channels like maybe SEO, PPC is working, something's working well. You're going to use Facebook to get more out of what's already working. And so you do that by collecting video and different steps in three stages of the funnel that you load up into their system building from the bottom.

[00:59:09] **Dennis Yu:** And running into, through play or to conversion through play at the bottom, at the middle of the funnel and then conversion or lead gen at the bottom of the funnel. You do that and system's going to optimize for you. And I'd love to hear the results that you have because this is the simplest way to do it.

[00:59:22] **Dennis Yu:** It's the most effective way where Facebook's machine does the work for you.

[00:59:27] **Jan Koch:** Brilliant. And I'll be linking to all your social profiles below this video. So people, when you are implementing this tweet at Dennis, he gets back to everybody. I don't know how he does that but then this is really good. And you're not sleeping either because it's midnight or something for you right now.

[00:59:45] **Jan Koch:** So that, that is insane, Dennis, thank you so much for taking the time to walk us through all of this.

[00:59:52] **Dennis Yu:** Thank you, John. And thank you everybody who made it all the way to this point, my kudos to you because you have an advantage over everybody else. Other people don't know this, they just run ads and they fail.