



Social Video Formula

Setup & Step 1

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Hey there, it's Bill McIntosh here.

I'm the author of this guide and creator of the Social Video Formula.

Recently I've noticed something really important. It's something that I've seen several times over my 18 year career of marketing and selling online. It's the emergence of a new strategy. It's a VERY effective strategy that most people haven't adopted yet. It's something that those using it have quietly been producing 200%, 300%, 400% or even higher profit margins. It's a strategy that's not a bunch of hype whipped up by Internet Marketing salesmen trying to sell the next big thing. It's much more than that.

It's one of those rare times when we've got first mover advantage. Where a new strategy is just emerging and is working VERY well. It's affordable to implement and easy to do once you learn it. More than likely, your competition has not yet learned about this and you've got a massive advantage over them because of it.

Since I run several very large businesses online I get a chance to test a lot of new marketing ideas. Many of these ideas end up being poor producers and my team moves on to testing something new. Sometimes though, we strike gold! This is how my team and I have been able to send over 250 million visitors to our sites. We test a lot of marketing ideas and when we run across one that works well: we roll it out on my sites in a big way.

Recently, I created the Social Video Formula and they've been testing it. Boy oh boy, has it been working well! So I've created this guide with the purpose of passing on the formula to you so you can put it to use in your business and get similar results.

I created this formula based on several Facebook video strategies that have been working extremely well separately. Then I invested the time to interview over 10 experts who have also been using similar strategies. I interviewed them to extract all their tricks, tweaks and best practices that make these video strategies incredibly



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powerful. These interviews also gave me a chance to see how businesspeople were using them across a large variety of niche markets.

I took all of my own hard earned knowledge, combined it with what I learned from these experts and created the Social Video Formula. You're now about to learn this formula for yourself and begin using it in your own business.

I've created this guide for you so you'll put these strategies to use and get the results waiting for you when you do.

Learn it one step at a time, put it to use step by step and be sure to let me know when you've gotten the amazing results I'm sure you will achieve.

What Makes Facebook's New Video Ads So Great?

Facebook's new agenda is to push video. If you haven't noticed already, they are pushing more videos into your timeline than ever before. They're doing this to compete with YouTube to get more Facebook users used to consuming video right in their news feed. You might ask yourself: Why are they doing this? The answer is simple: So they can sell more video advertising!

Facebook has noticed Google recently producing a lot of revenue from video advertisers on YouTube. So Mark Zuckerberg identified video as the next way to make a big increase in Facebook's profits. Mark and the Facebook team would love to train you and I to stop going to YouTube and instead stay on Facebook to consume all of our video content there on our Facebook feeds.



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Not only are they working hard to get more video content being created and consumed inside Facebook, but they're working to get more advertisers too. They're doing this by rolling out many new features that make Facebook video ads work amazingly well. Then to sweeten the deal: They're making video ads SUPER CHEAP so advertisers like you and I start using them!

Well... cheap when you use the tactics contained below. I've seen others fumble through it getting many things wrong. As a result: their ads are expensive and they ultimately fail.

The point is: When you do it right - Facebook will reward you with LOTS AND LOTS of cheap traffic and extremely cheap video views.

Then they'll even continue from there and reward you with a bunch of free viral traffic on top of that! Did you know that when you run a video ad following our formula that not only will you get super cheap views and traffic, but you could see double or triple that volume as a free bonus as your video ad actually goes viral inside of Facebook? Then Facebook's users will actually spread your ads around for you... for FREE.

It's unmistakable: Facebook video ads are the hottest method for getting attention, getting traffic, getting leads and getting more sales for your business than ever before.

We're Panning For Gold!

Our Strategy Is To Create A Giant Facebook Video Ad Gold Pan. We target broadly and let Facebook's targeting refine, improve and retarget the audience to find the gold. It might sound complicated, but it's not. Just follow along step by step and I'll help you do this for your business too.



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Because Facebook video ads can be so cheap using the Social Video Formula process - we pour a high volume of traffic through our gold pan and let the system filter out and find the gold.

Another way to look at this is like a funnel getting narrower down as you go. At the top you have your broad audience you target with your initial ads. This brings a lot of eyeballs on your videos and traffic to your site. Then you're filtering down to only those who viewed your video and those who clicked your ads and targeting them further with different videos. Then we're using the data we've gained to expand and scale our campaigns automatically.

You'll probably find that you'll more than double your current results when you apply this strategy. Where others quit because they do a very small, shallow test and see a small "Return On Investment" (ROI) - you're instead digging deep and finding the gold. You can see 200%-400% ROIs on your ad spend and more!

But Creating Videos Is Hard! Isn't It?

What many people start to worry about as they're considering applying the Social Video Formula is that they don't know how to create videos. Or they worry that these videos will be difficult, expensive or complicated to create. You might not realize just how EASY it is to create these videos – or to just get others to make them for you very inexpensively.

SO DON'T WORRY ABOUT THAT!



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I'll show you how to create awesome campaigns with simple 30 second videos you can get others to make for you as cheaply as \$5. Or, how to use simple software, templates or even your phone to create these videos without a bunch of tech knowledge required.

I've even included a special unannounced bonus inside your Social Video Formula member's area. It's another separate guide walking you through how to plan and create videos. It gives several really powerful tips and tricks designed to help you create effective videos without a lot of time and technical headaches.

Video Ad Sequences

What we're going to build is essentially a step by step marketing sequence via Facebook video ads. It's a sequence because we want to show your videos in an exact order. So when they first hear about you they'll see video 1 on Facebook inside their Facebook feed. Then they'll only see video 2 on their Facebook feed later, after they've watched video 1. And so on...

Because of the new features Facebook has been releasing we can actually show an entire sequence of videos to people on Facebook in order. Then, Facebook can analyze your results and automatically help you find the red hot prospects that are most likely to be interested in your products and services and therefore much more likely to make you money. Then they'll automatically target these red hot prospects to help you grow your campaigns and start feeding brand new people into the Social Video Formula sequence you've created.

Using the gold panning example, normal Facebook campaigns are like only looking down into the river and stumbling across a gold nugget. Then plucking it out of the water, moving on and continuing to walk down the river looking for more.



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The way we're going to set this up is like breaking out the gold pan and panning out all the nuggets lying hidden in the sand. Then bringing in a motorized Sluicebox (a sluicebox is a very efficient gold panning machine) to automate sucking all the sand in and spitting out all the gold that everyone else might have missed.

So you can construct a 3-part video series that continues to build your brand and get your prospects to know, like and trust you more and more throughout the sequence. Not only does each step of the sequence filter out people who aren't good prospects for you... But the people left in the sequence become better and better prospects more willing to buy your stuff than ever before.

What you'll probably find is that your conversion rates of people becoming leads or buying your products will go up and up with each step of the sequence. By the time the sequence is done you'll have scooped all the “gold” out of the river.

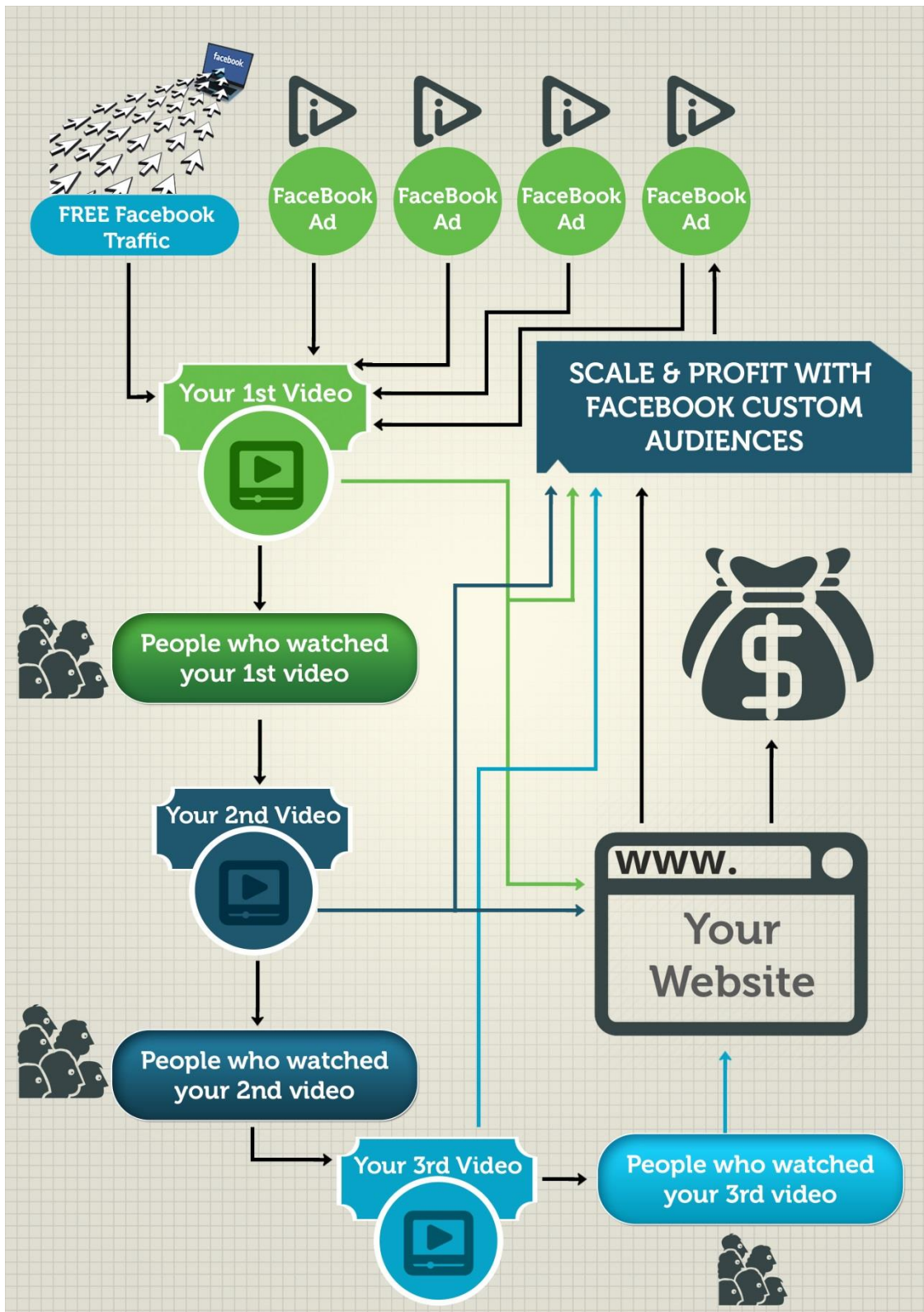
If you have a product with an affiliate program, this strategy also works amazingly well to attract affiliates to promote your products and services!

The best part is that Facebook will automatically help you do all of this!

On the next page is an illustration showing how your Social Video Formula Sequences work:



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The Social Video Formula Is Valuable For Two Reasons:

#1: It Will Help You Get Really Cheap Views and Clicks

#2: It Will Help You Convert More Clicks Into Buyers and Leads Than Ever Before

IMPORTANT NOTICE:

(READ THIS)

I've broken the steps down into a step by step process, however...

This guide is POWERFUL and I didn't hold anything back. So don't read the entire set of manuals from beginning to end and get overwhelmed with all the steps. Do one step at a time until you've got it down. Then move to the next.

Also, I've include both basic and advanced material in this training. So that anyone could apply these strategies even if you were new to Facebook advertising. So realize that this guide is intended to help both beginning and extremely advanced marketers. Don't assume it's all for experts or that it's only for beginners. This manual will help both.

Many people will find they can create a profitable campaign with just the Step 1 procedure. So if you wanted to keep it really simple: you could just start with Step 1, produce profit and leave it at that.

Only worry about moving on to Step 2 once you've got Step 1 set up and traffic flowing. Then continue one step at a time from there as you're comfortable with it.



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Step 1: The Basic Setup

Create A Very Simple Video To Grab Attention:

You're going to create a super short video that its sole purpose is to:

- Grab people's attention
- Get them to watch the video
- Make them curious about your business
- Get them to click to find out more

Its purpose is NOT to be a beautifully crafted sales presentation. It is NOT to spend 30 minutes telling them how great you are. It should be simple, attention getting and short.

Video Length:

Your video should be 30 seconds to 2 minutes in length. Anything longer than 2 minutes is probably a waste of time and will likely hurt your response rates. Unless you've got super compelling content you know your audience will be intently listening to: I recommend keeping it at 30 seconds.

Video Strategy:

It's important to grab your audience's attention right from the first frame of your video. Realize that on Facebook the very first thing they'll probably see is the video beginning to play with no sound. Facebook does a sort of autoplay to give a preview of a video while it's in the timeline. So you've got to grab them and get their attention enough to click play so they start to hear your audio.



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You can do this with something as simple as a funny picture or animation. A friend of mine uses talking animals doing silly things to grab attention in his videos. I've personally done simple videos of myself on camera and I start out really excited making wild gestures with my hands (people wonder what the heck I'm talking about so they click).

A strategy I've recently began using is to show in text a question on the screen on the first frame of the video. But this question has got to be a powerful one that you know your audience wants to know the answer to. It's got to touch on a "pain point" they want to solve or an accomplishment they really desire to achieve. If it has enough of an emotional impact – you've got them! They'll click play and listen intently.

Another option is to use a thumbnail image. A thumbnail image is an actual image that exists independently of your video that Facebook will use to show as a preview of your video before the user hits the play button to watch it. This can be very effective because it gives you more flexibility and a chance to be more creative than trying to do it within the video itself.

One tool you can buy that helps create very compelling thumbnail images that show at the beginning of your video is [Insta Thumbnail](#). I recommend it and it will definitely help you create compelling thumbnail previews.

Now you just provide some content talking about the problem they have or the thing they want. Don't give them the complete solution to it, but rather get them thinking about it and that there's a possible solution. Then tell them to click through from your video to get it.

In some cases after your prospects know you and know what you sell – you can simply show the product or talk about it being on sale. I've seen this work well for physical products and art sales.



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The last step is the call to action. Tell them what you want them to do next. This usually will be to click through and visit your site.

IMPORTANT: Facebook lets us insert call to action buttons into the end of our videos. The two buttons I like to use most say “Learn More” or “Watch More”. I recommend you use these. (I show you how to do this below) It’s also extremely important to tell your video viewers precisely what to do. They may not realize what these buttons do or why they should click them. Don’t assume they know. As an example, you could tell them something like: “After this video ends you’ll see the “Watch More” button appear. Click it and I’ll reveal the three secrets you’ll need to solve your...”

Video Content:

This can vary widely. The successful campaigns I’ve seen are using a wide variety of video types. Some are hand drawn animated videos. Some are created using tools like: [Explandio](#), [VideoMaker FX](#), or [Easy Sketch Pro](#). I’ve seen successful campaigns using Fiverr gigs created for just \$5. Others are videos shot with an iPhone with a very rough style. I’ve even seen profitable campaigns running a simple slide show presentation with music or a voiceover.

SPECIAL BONUS: Included in your [Social Video Formula member’s area](#) is a bonus guide on how to create videos that sell. So if you need any help on deciding what to say in your videos, go to your members area now, download it and discover exactly what to do in that guide.

RESOURCES, Where To Create Your Videos:

- [Explaindio Video Creator](#)
- [Video Maker FX](#)
- [Easy Sketch Pro](#)



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- [Camtasia](#)
- [Animoto Slideshow](#)
- [Fiverr Gigs](#) (hire people to make them for \$5)
- [YouTube Editor](#)
- [Microsoft Movie Maker](#)
- [Adobe Creative Cloud](#)

Post To Facebook Page Timeline

You have two choices when you put a video ad on Facebook: You can upload your video while you create your ad -or- You can upload the video to your Facebook page's timeline first and then advertise that post.

It's usually better to advertise a post you've already made to your timeline first. So post the video to the page timeline first – advertise second. This helps you get more free organic and viral traffic than you'd normally get from a video ad alone.

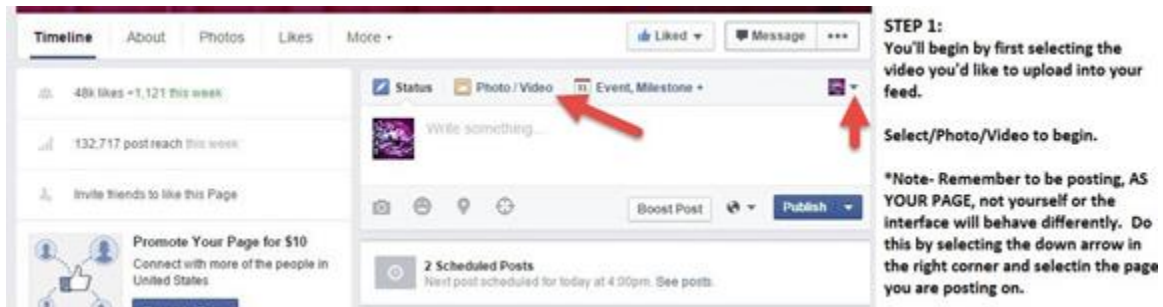
Here's how you make a video post properly to your page:

Start out by visiting your Facebook page. If you don't have a Facebook page for your business – create one! Facebook is one of the most powerful ways you can promote your business online and you should have a page.

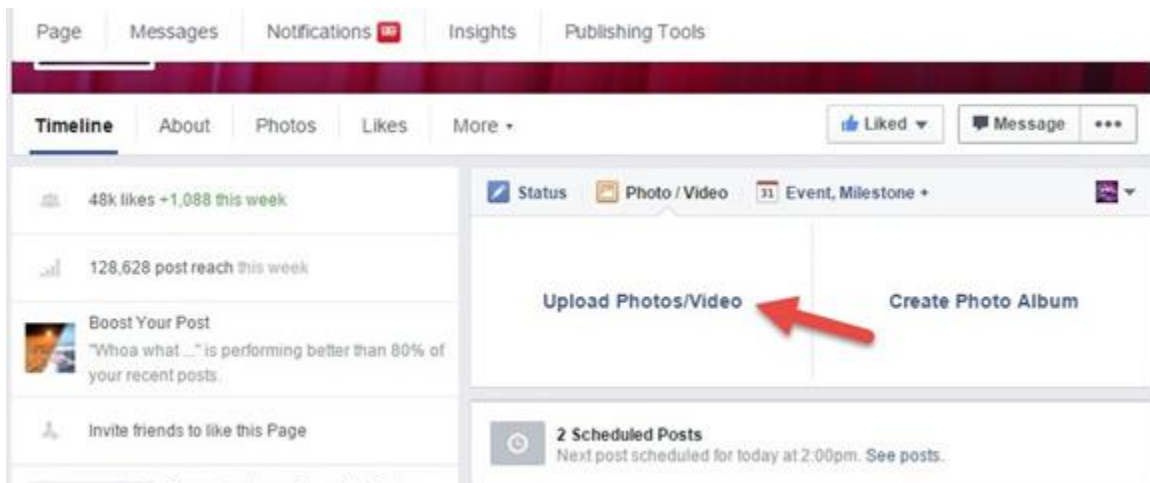


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On your page you'll see where you can normally post to your page. Click on "Photo/Video" (Step 1):




Now it's time to actually upload your video. Click the "Upload Photos/Video" link (Step 2):



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Now, add some text to introduce your video. This text will appear directly above your video in the timeline. Keep it short and sweet (Step 3):

Upload Video



Bulldog rides a roomba! This is too cute.


BasicCaptionsAdvanced

Video Title

Bulldog Rides A Roomba!

Video Category [?]

News



Add Custom Thumbnail

7/10

Added successfully. Click Publish to complete.

Call to Action:

No Button


(Optional) [?]

IMPORTANT: Add your “Call to Action”. This is how your video viewers will click through and get to your page (Step 4).



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Upload Video ×

 Bulldog rides a roomba! This is too cute.

Basic Captions Advanced


Video Title
Bulldog Rides A Roomba!

Video Category (?)
News ▾

 Add Custom Thumbnail

7/10

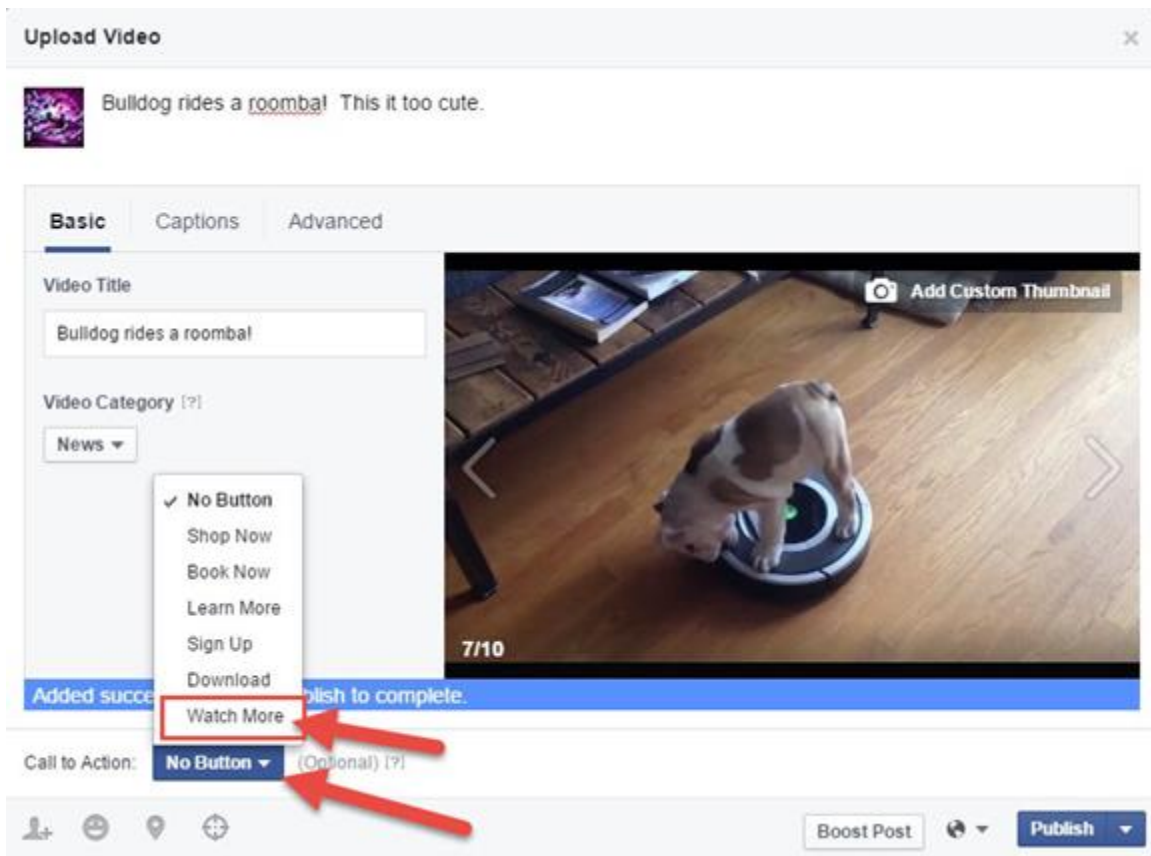
Added successfully. Click Publish to complete.

Call to Action: No Button ▾ 

You'll have a selection of different call to actions. My favorites are "Learn More" and "Watch More" (Step 5):



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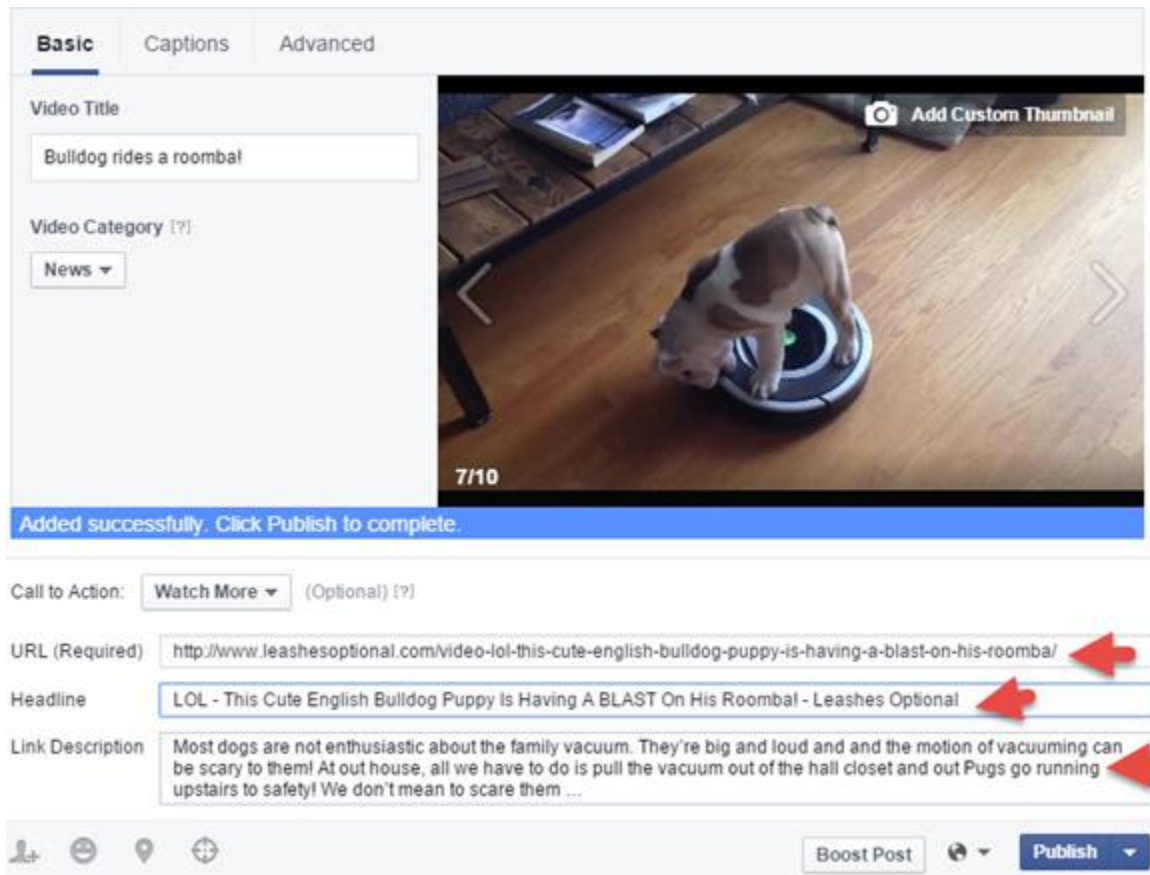
Enter the destination URL that you want your visitors to go to. There are four choices on where you should send them. My favorites in order are:

- Direct to text content providing more information with an opt in or link to a sales page at the bottom.
- Direct to a page containing a 4-7 minute video continuing the story from your video in Facebook. Place an opt in or link to your sales page below it.
- Direct to a product's sales page.
- Direct to a lead capture page.



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Here's what it looks like when you enter your destination URL (Step 6):



The screenshot displays the 'Basic' tab of a video upload interface. On the left, the 'Video Title' field contains 'Bulldog rides a roomba' and the 'Video Category' is set to 'News'. The main video player shows a bulldog on a Roomba vacuum, with a '7/10' progress indicator and an 'Add Custom Thumbnail' button. A blue status bar at the bottom of the video player reads 'Added successfully. Click Publish to complete.' Below the video, the 'Call to Action' is set to 'Watch More'. The 'URL (Required)' field contains 'http://www.leashesoptional.com/video-lol-this-cute-english-bulldog-puppy-is-having-a-blast-on-his-roomba/'. The 'Headline' field contains 'LOL - This Cute English Bulldog Puppy Is Having A BLAST On His Roomba! - Leashes Optional'. The 'Link Description' field contains a paragraph about dogs and vacuums. At the bottom right, there are 'Boost Post', 'Publish', and 'Add' buttons. Three red arrows point to the URL, headline, and link description fields.

Basic Captions Advanced

Video Title
Bulldog rides a roomba

Video Category [?]
News

Added successfully. Click Publish to complete.

Call to Action: Watch More (Optional) [?]

URL (Required) <http://www.leashesoptional.com/video-lol-this-cute-english-bulldog-puppy-is-having-a-blast-on-his-roomba/>

Headline
LOL - This Cute English Bulldog Puppy Is Having A BLAST On His Roomba! - Leashes Optional

Link Description
Most dogs are not enthusiastic about the family vacuum. They're big and loud and and the motion of vacuuming can be scary to them! At our house, all we have to do is pull the vacuum out of the hall closet and out Pugs go running upstairs to safety! We don't mean to scare them ...

Boost Post Publish


Now it's time to publish your post.

Now on the "Add Custom Thumbnail" option you can control what thumbnail image shows before the video plays and add some more information. Once you begin advertising your video you will not be able to edit these later (step 7).



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Upload Video

 Bulldog rides a roomba!

Basic Captions Advanced

Video Title
Bulldog rides a roomba!

Video Category (?)
News

 Add Custom Thumbnail Upload thumbnail

7/10

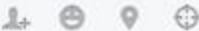

Added successfully. Click Publish to complete.

Call to Action: Watch More (Optional) (?)

URL (Required) <http://www.leashesoptional.com/video-lol-this-cute-english-bulldog-puppy-is-having-a-blast-on-his-roomba/>

Headline [VIDEO] LOL - This Cute English Bulldog Puppy Is Having A BLAST On His Roomba! - Leashes Optional

Link Description Most dogs are not enthusiastic about the family vacuum. They're big and loud and and the motion of vacuuming can be scary to them! At our house, all we have to do is pull the vacuum out of the hall closet and out Pugs go running upstairs to safety! We don't mean to scare them ...

 Boost Post  Publish

After completing these steps, your video is posted and is ready for the next step. Let's move on to boosting your video and ensuring Facebook gives it the love it deserves.



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“Boost” Your Video Post (Do not use “boost post” button)

Immediately after posting your video we want to give it a little push to prove to Facebook that people will like it. Today, Facebook doesn't give nearly the amount of free reach that it used too. However, if you can demonstrate to Facebook that your video has a high level of engagement with people viewing, clicking, liking and interacting with the video: They'll give you a lot of free traffic. They'll also reward you with cheaper video views ads. The problem is that sometimes brand new posts don't get shown to enough people to show Facebook that people love it. So here's where a boost post ad comes in handy to force Facebook to show it enough times and prove that it's a good video.

The way we ensure this happens is with an engagement ad. Facebook also calls this a “boost post” ad which can be confusing because they also have a “boost post” button which you **DO NOT** want to use. Instead you'll want to go to your Facebook Ads account directly and manually create a new ad. You'll go to:

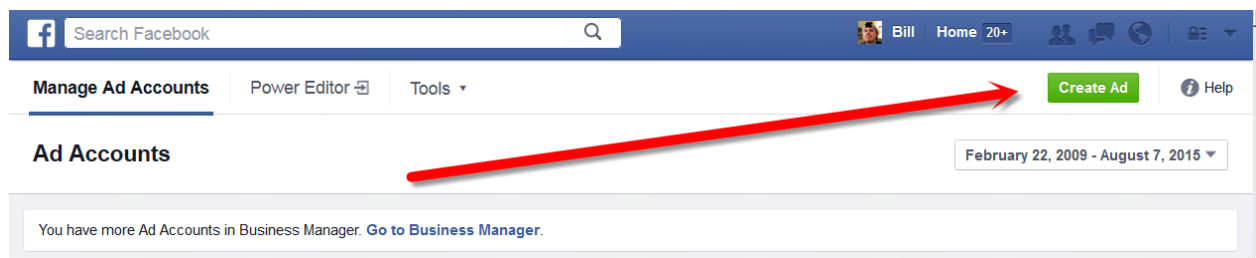
<https://facebook.com/ads/manage>

-or-

<https://business.facebook.com/ads/manage>

(Depending on which type of ads account you have)

And then click the green “Create Ad” button at the top right of the page. It looks like this:



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Then:

- Choose “Boost your Posts”.
- Select your page.
- Select the video post you just created.
- Select your targeting and submit your ad. (more on targeting below)

Only use a budget of \$5-\$10 per day on this ad. Once Facebook begins really liking your video you can lower the budget or pause this ad. This can happen in 1-2 days time. However, if the ad is performing well – it’s always better to just leave it running if you have the budget available to do that.

Targeting Is Crucial: Target Interests Well

Interest targeting is the lifeblood of your Facebook ads. Facebook “Interests” are very much like keywords. They are keywords that represent businesses, topics, pages, brands and ideas. Targeting the right interests will make (or break) your campaigns. I’ll walk through how you find great Interests to target with your Facebook ads below.

Use the data you gather from the sources I list below and build a spreadsheet of Interest ideas. When you’re done with the research, you’ll type them into the Interests field. Sometimes they’ll come up as targeted interests you can use and sometimes not. If you can target them, definitely do.

One suggestion is to keep your interest targets into general related groups. Use related interests on single ads. Don’t just lump in every interest you find into one giant batch. Make separate ads with related groups of interests.



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Research Competing Facebook Pages:

Copy and paste this URL into your browser:

https://www.facebook.com/search/str/your possible words/keywords_pages

and replace “your possible words” with keyword ideas you think describe your niche market. Leave the ending of the URL with the “/keywords_pages” on at the end exactly as it shows here.

You’ll be presented with a big list of possible pages related to your niche market. Copy and paste any larger pages you find into a spreadsheet and make a list. You’ll use this list to try and use each page name as an interest.

Use Graph Search To Find Complementary Magazines, Celebrities and Businesses:

Facebook has a little known research tool that is awesome. It’s called “Graph Search”. If you know the right words to use, you can do quite complex and very revealing searches of Facebook’s database.

You can use Graph Search from any Facebook page. Just type a properly formatted search into the search box at the top of Facebook. That’s it!

Here are some examples you can try. Just copy and paste the text between the “quotes”:

"favorite interests of people who like INSERT BRAND and INSERT COMPETITOR"



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“Magazines liked by people who like INSERT PAGE OR BRAND”

“Magazines about INSERT TOPIC”

“Pages liked by fans of INSERT PAGE OR BRAND”

“Favorite interests of people who like INSERT PAGE OR BRAND “

The above are my favorite Graph Search queries, but there are many more. Including:

- favorite interests of X-person
- favorite interests of people who like X
- favorite interests of people who live in X
- favorite interests of people who like X and live nearby
- favorite interests of people who like X and live in X-city/state
- favorite interests of people who like X and visited X
- favorite interests of people who like X and work at X
- pages liked by people who like X
- pages liked by people who live in X-city/state
- pages liked by people who like X and work at X
- pages liked by people who like X and live in X-city/state
- pages liked by people who like X and go to X-school
- pages liked by people who like X and visited X
- pages liked by people who like X and visited X-city/state
- pages liked by people who live in X-city/state and work at X
- pages liked by people who live in X-city/state and go to X-school
- pages liked by people who live in X-city/state and visited X
- pages liked by people who live in X-city/state and visited X-city/state
- pages liked by people who live in X-city/state and like X
- pages liked by fans of X and X
- pages liked by fans of X and X who live in X-city/state



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- pages liked by fans of X and X who go to X-school
- pages liked by fans of X and X who visited X
- pages liked by fans of X and X who visited X-city/state
- pages liked by fans of X and X who work at X
- pages liked by fans of X and X who like X

Add pages and interests you find with Graph search to your Interest brainstorming spreadsheet.

Use Facebook Interest Autocomplete:

This one can be a little tedious, but well worth the time spent doing it. When you're filling out the interest field while creating an ad, Facebook will try and guess what you're looking for and show you a similar list. So I'll try "faking out" Facebook by trying many combinations of my main interests to see what they suggest. You can find many interests you never thought of this way. Here's an example... Try typing your main interest phrase into the interest box. See how it tries to suggest what it thinks you're looking for? Now try hitting the space bar and the letter "a". Notice how it changes? Now hit backspace and try hitting "b". Notice how it changes again? I'll do this through the entire alphabet noting down all the great interests I may have never seen before!

Here's what it looks like:



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Interests ⓘ	crafting	Suggestions Browse
	Leather crafting	
Behaviors ⓘ	crafting	
	crafting chicks	
Connections ⓘ	Glass	
	Handicraft	
	Witchcraft	
	Crafts	

Use Facebook Interest Suggestions:

Each time you add a new interest into the Interest field and submit it by hitting enter – you can hit the “Suggestions” link and Facebook will give you more ideas. Do this repeatedly as you’re putting your interests in. You just might see something suggested you never thought of before! It looks like this:

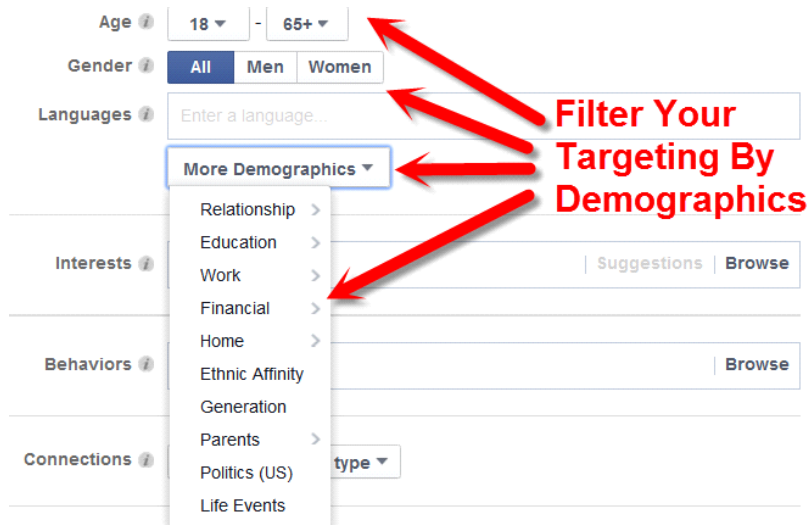
Interests ⓘ	Additional Entries	
	crafting	
	Search interests	Suggestions Browse
Behaviors ⓘ	card making	+
	sewing quilting	+
	crossstitching	+
Connections ⓘ	arts crafts	+
	scrapbooking when i have time	+
	sewing crafts	+
	sewing clothes	+



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Targeting With Demographics:

Some markets will benefit by filtering down your targeting by age, sex or other demographic targeting. When you select one of these options:



It works as a filter combined with your other targeting. So if you've targeted people who like cats you could select "Women" and it would filter out all men and only target your ad towards women who like cats.

Another example is targeting by information related to finances. For example, if you're selling expensive art or a very high-ticket product:

I recommend not filtering by demographic too tightly unless you really know your market. The more you filter out – the smaller your audience will become and potentially the more expensive your traffic will become too.

Is It Really Worth Spending All This Time On Targeting?



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I've had some absolute home run campaigns with lazy, quick targeting. But if you've got the time – it is absolutely worth being thorough with your targeting. It just might be the only difference between a campaign that fails miserably and one that's a runaway success!

Don't Worry, I Can Help!

Keep an eye on your inbox for some special training from me about Facebook interest targeting and a tool I developed that cuts out 99% of the hard work and automates most of this process!

Creating Your First Video Ad With Power Editor:

For creating your Video Ads, you'll be using what's called the "Facebook Power Editor". It's basically Facebook's much more complex and advanced advertising system. There are some advanced advertising techniques we're using that require the Facebook "Power Editor". Don't worry, I'll walk you through step by step.

Be sure to attend my upcoming free training about automating Facebook video advertising and I'll show you a tool that not only allows you to do all your research WAY faster, but it also can automate the entire ad video building process WITHOUT the Power Editor. If you use the tools I'll show you – it will automatically do everything for you without it!



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First, you must use the Google Chrome web browser to access the Power Editor. If you don't have it, you'll need to download and install it. Once you've got Chrome open navigate to your ads account at:

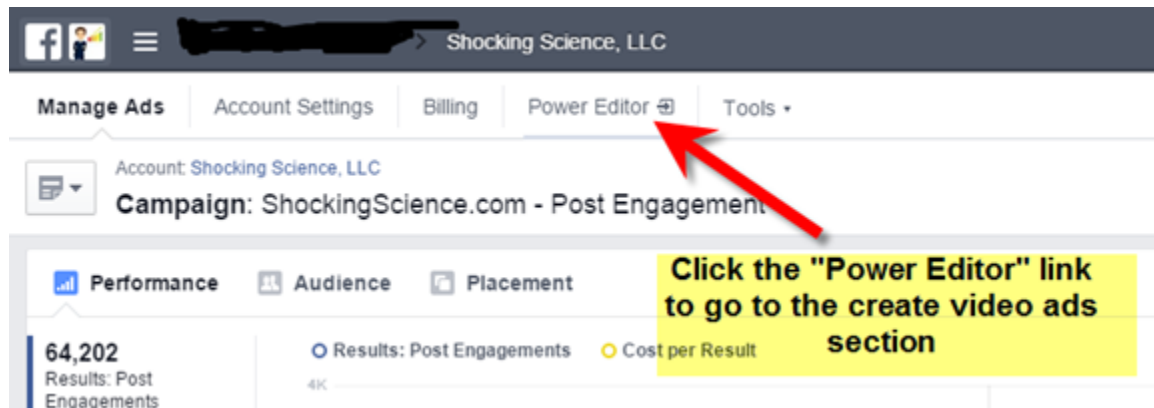
<https://facebook.com/ads/manage>

-or-

<https://business.facebook.com/ads/manage>

(Depending on which type of ads account you have)

Then click on the "Power Editor" button:



IMPORTANT UPDATE: Facebook is rolling out a new design for the Power Editor. Some accounts have the design we're showing you here and others are on a newer, different design. This is Facebook updating their platform which they do periodically. If you've got a different looking layout in your account: Try clicking on "Help" and then "Use older

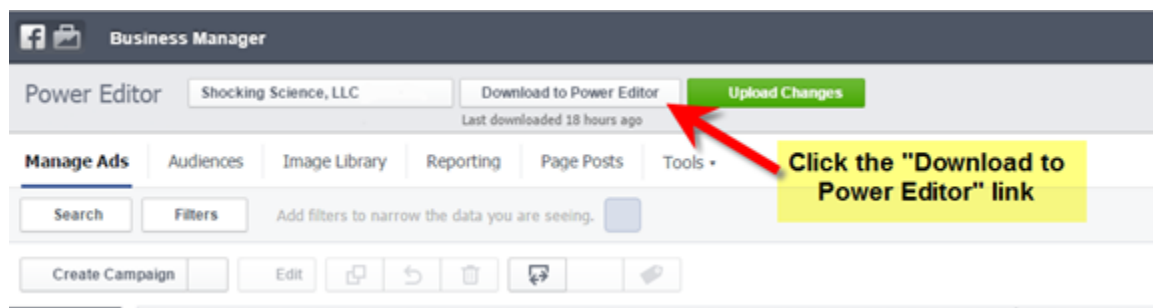


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version of Power Editor”. We’ll release an updated guide showing these steps in the new version as soon as Facebook completes their roll-out of the design and it’s available to all users.

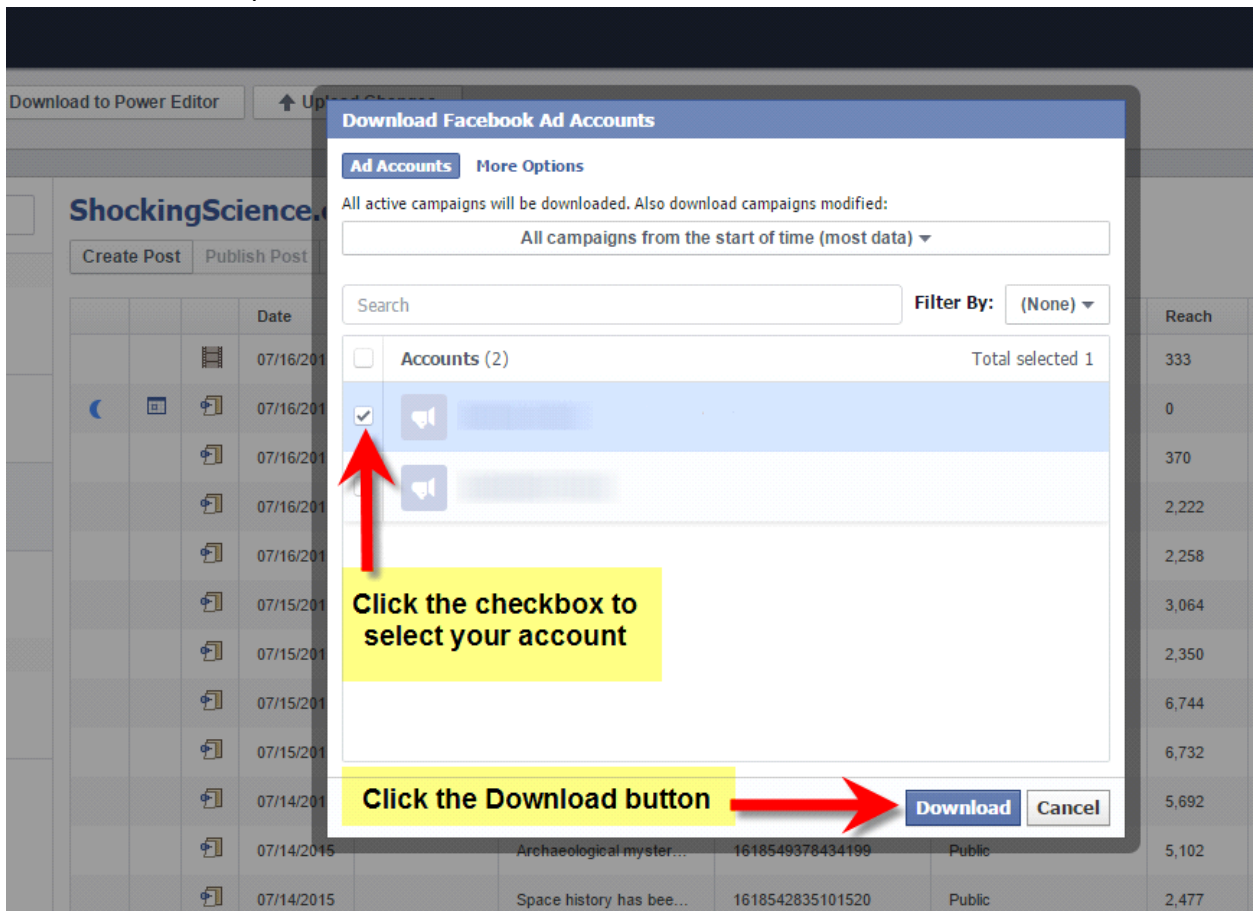


Once you begin using Power Editor, it will actually download a local copy of your entire Facebook Ads account to your computer. You’ll need to download your account first before you get started. That step looks like this:



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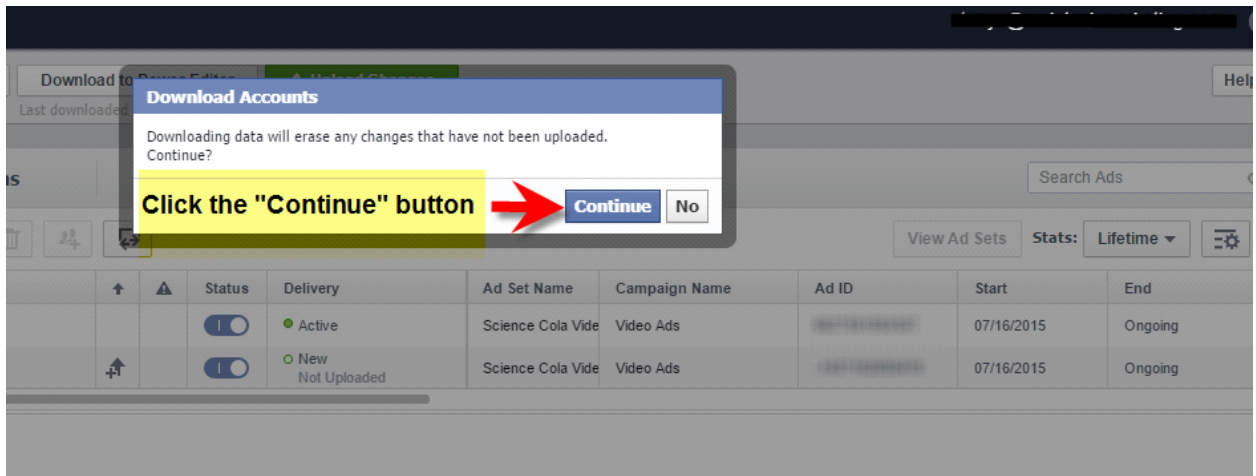
Here's the next step:



Each time you download your account it creates a fresh copy of your account on your local computer. So if you make changes to your account and have not yet uploaded them – you must upload them back to Facebook first before downloading again. So the process works like this: Download from Facebook, make changes or create new ads and upload the changes back to Facebook. Don't worry, it's a lot less complicated than it sounds. An important thing to be aware of though: If you don't upload your changes back – they never go into effect and the next time you download again – all the changes will be erased. Here's how you do it:



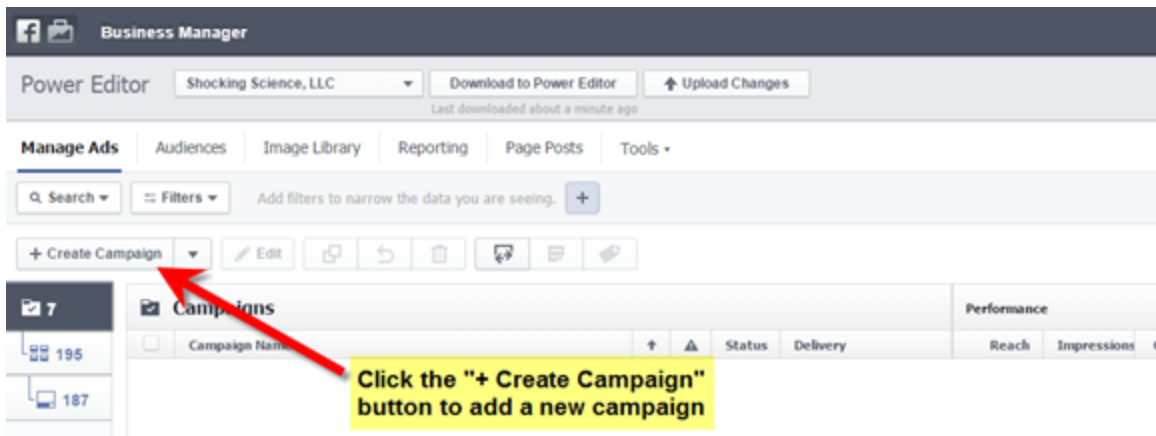
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Before you can create a Video Views ad you must create a campaign to put it in:



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Name your campaign and click the dropdown menu to select "Video Views" as the objective:

The screenshot shows the Facebook campaign creation form. It has several sections: 'Use Existing' and 'Create New' options for the campaign, a text input field for the campaign name (containing 'Awesome New Campaign'), a 'Buying Type' dropdown menu (set to 'Auction'), and an 'Objective' dropdown menu (set to 'Clicks to Website'). A red arrow points to the campaign name field with a yellow callout box saying 'Type the name of your new campaign'. Another red arrow points to the 'Objective' dropdown menu with a yellow callout box saying 'Click the dropdown menu to choose your objective'. Below these are sections for 'CHOOSE AN AD SET' (with 'Use Existing' and 'Create New' options and a text input field for 'Enter New Ad Set Name'), 'CREATE NEW AD' (with a checkbox), and a 'Name Ad' section with a text input field for 'Enter an Ad Name'. At the bottom, there's a status bar that says 'Creating 1 campaign and 1 ad set' and buttons for 'Cancel' and 'Create'.



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The image shows the Facebook Ads campaign creation interface. The 'Objective' dropdown menu is open, displaying a list of options. A red arrow points to the 'Video Views' option, which is highlighted in blue. A yellow callout box with the text 'Select "Video Views" from the dropdown' is positioned next to the arrow. The background shows the campaign setup form with fields for 'Awesome New Campaign', 'Buying Type' (Auction), and 'Objective'. The 'CHOOSE AN AD SET' section is also visible, with 'Use Existing' and 'Create New' options. The 'CREATE NEW AD' section is at the bottom, with a 'Name Ad' field and 'Enter an Ad Name' placeholder. The 'Creating 1 campaign and 1 ad set' status is shown at the bottom left, and 'Cancel' and 'Create' buttons are at the bottom right.

Use Existing

Create New

Awesome New Campaign

Buying Type

Auction

Objective

- ✓ Clicks to Website
- Product Catalog Sales
- Website Conversions
- Page Post Engagement
- Page Likes
- Mobile App Installs
- Mobile App Engagement
- Desktop App Installs
- Desktop App Engagement
- Offer Claims
- Event Responses
- Video Views**

CHOOSE AN AD SET

Use Existing

Create New

Enter New Ad Set

CREATE NEW AD

Name Ad

Enter an Ad Name

Creating 1 campaign and 1 ad set

Cancel

Create

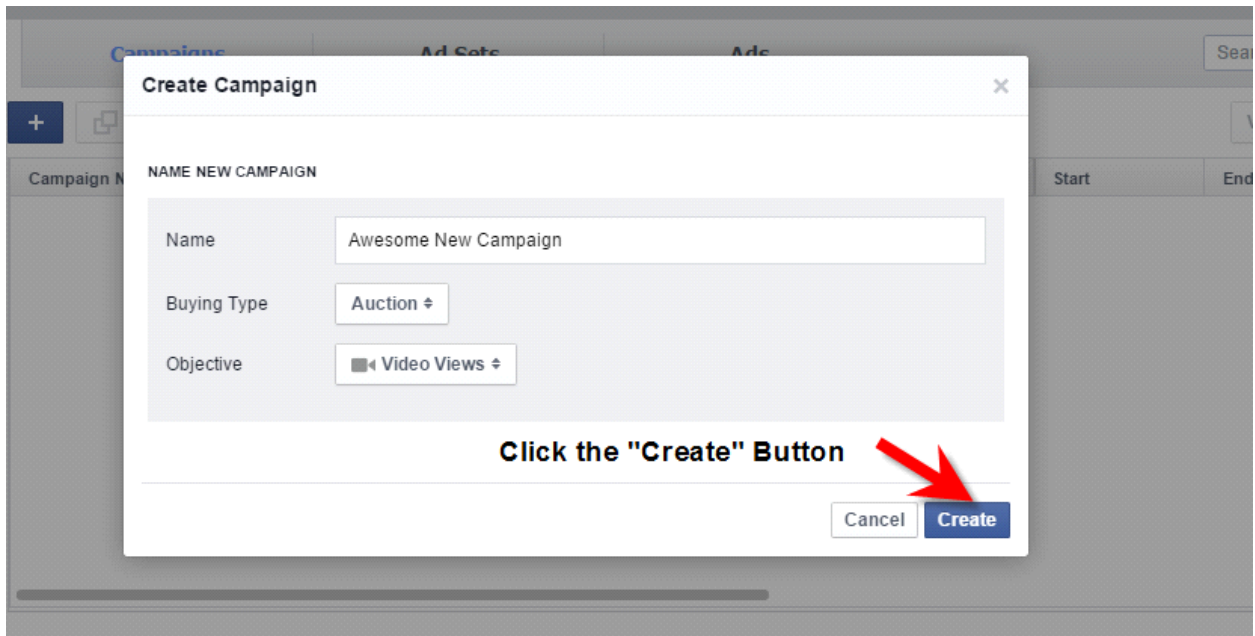
Select "Video Views" from the dropdown

Create ads that get more people to view a video.

Finish by clicking "Create":



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Next, you must create an “Ad Set”. An Ad Set is the container for your ads. Every campaign can have multiple Ad Sets and then each Ad Set can contain multiple ads. For what we’re doing, we usually only create one Ad Set per ad and type in the name of your Ad Set. And type the name of your ad both on the same form. Then when you're done click “Create”:



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The image shows the Facebook Ads creation interface with several annotations. At the top, the 'Create New' radio button is selected, and the campaign name 'Awesome New Campaign' is entered. Below this, the 'Buying Type' is set to 'Auction' and the 'Objective' is 'Video Views'. A checkbox labeled 'CHOOSE AN AD SET' is checked. Under this, the 'Use Existing' radio button is unselected, and the 'Create New' radio button is selected, with the ad set name 'Awesome New Ad Set' entered. A red arrow points from the text 'Type the name of your new ad set' to this input field. Below, the 'CREATE NEW AD' checkbox is checked. The 'Name Ad' field contains 'Cool New Ad', with a red arrow pointing from the text 'Type the name of your new ad' to it. At the bottom, a status bar says 'Creating 1 campaign, 1 ad set and 1 ad'. To the right are 'Cancel' and 'Create' buttons. A red arrow points from the text 'Click the "Create" button' to the 'Create' button.

• Create New Awesome New Campaign

Buying Type Auction

Objective Video Views

☒ CHOOSE AN AD SET

☐ Use Existing

☒ Create New Awesome New Ad Set

☒ CREATE NEW AD

Name Ad Cool New Ad

Creating 1 campaign, 1 ad set and 1 ad

Cancel Create

Type the name of your new ad set

Type the name of your new ad

Click the "Create" button

You'll need to associate your Video Ad with the Facebook page you just posted your video to:



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Creating Ad First Power Editor Ad

Objective Video Views

Facebook Page

☒ Only show Pages connected to Great Marketing

You do not have any destinations available to advertise for.

Creative

Select a Page before editing the creative

Ads

Ad Name

☒ First Power

Post: Super

ShockingScience.com

Basketball #3 (no

Creating Ad First Power Editor Ad

Objective Video Views

Facebook Page

☐ Only show Pages connected to Great Marketing

Choose One...

ShockingScience.com

Writer's

Select the facebook page you are making the ad for

Select a Page before editing the creative

Tracking



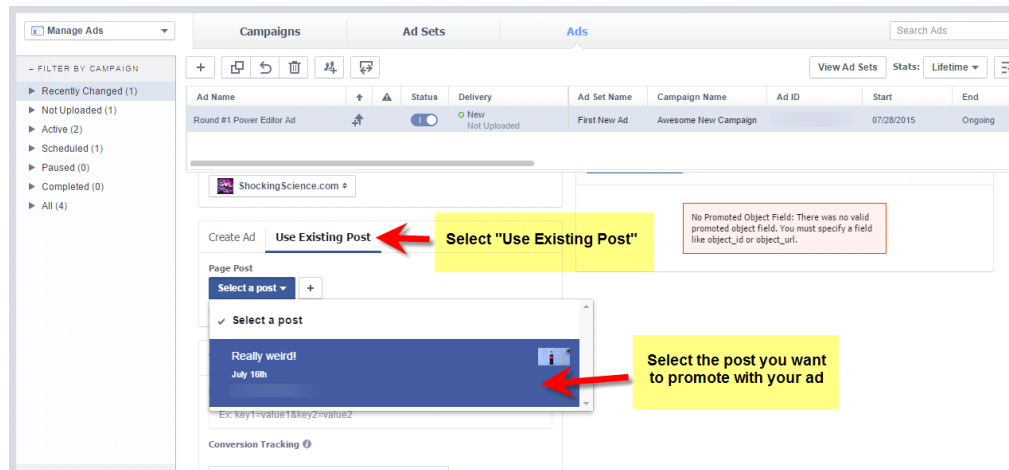
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And then:

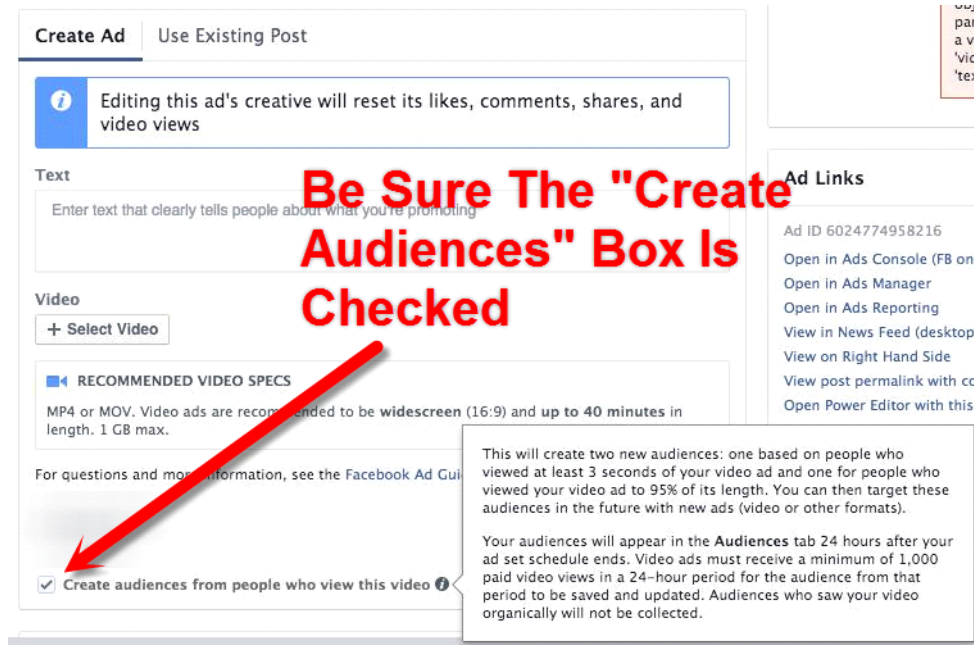
Now, you'll select the Video Post that you just made on that page:



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Our strategy relies on what are called “Custom Audiences” Facebook will let us build a list of every person who views your videos. They’ll track who views for 10 seconds or longer and who views at least 95% of your video and they’ll create two lists of these people for you to target with your future ads into what they call a Custom Audience. Make sure this box is checked to get these features:



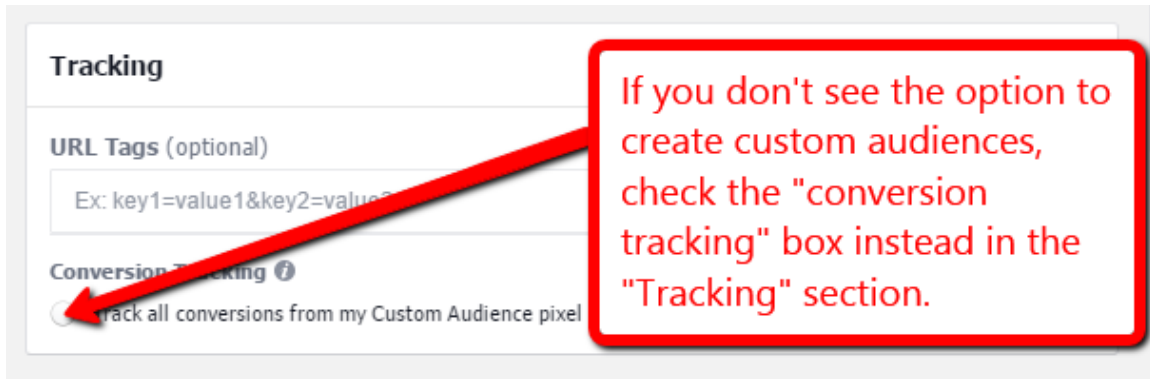
Optional Step If Your Power Editor Doesn’t Have The “Create Audiences” Checkbox:



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Facebook is often testing their interface and sometimes for some people the “Create Audiences” checkbox shown above isn’t visible. Don’t panic! Another option that should still create your audiences is to instead use the “Track all conversions...” checkbox instead.

It looks like this:



If for any reason you’re having problems with this feature, use Facebook Ad Support at:

<https://www.facebook.com/business/resources/>

and look for the section titled: “Contact us for help” to open a support ticket, get chat support or even get phone support:

Tell them you’re trying to use the feature to create custom audience from people who you’re your videos. They talk about this feature here:

<https://www.facebook.com/help/community/question/?id=1861649114060573>

They should be able to help you get it working properly.

Setting Targeting, Pricing and Optimization On The Ad Set



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Now we need to tell Facebook how much we're willing to spend each day and how we want them to show our ads. We do this by editing the Ad Set. You'll need to first find the ad set and once you click on it you'll be able to adjust these settings. Here's how you do it:

1 - Select Your Video Campaign

2 - Select Your Ad Set

3 - Edit Your Settings

I recommend setting your budget between \$5 and \$50 per day, per ad depending on how large your audience is and how much you're able to spend. Later, you can lower or raise this budget depending on how well your ad is performing. I'll cover more on pricing in Step 3 of the guides.

As you're looking at the Ad Set settings in the lower half of your screen. You'll see where you edit your audience and add your interest targeting and demographic targeting within the power editor:

Audience

NEW AUDIENCE ▼

Location - Living In:
United States

Interests:
off grid, living off grid, Off-the-grid, american preppers network, American Preppers Network, homesteading survivalism, Domsday preppers, Survival skills or off grid news

Age:
21 - 65+

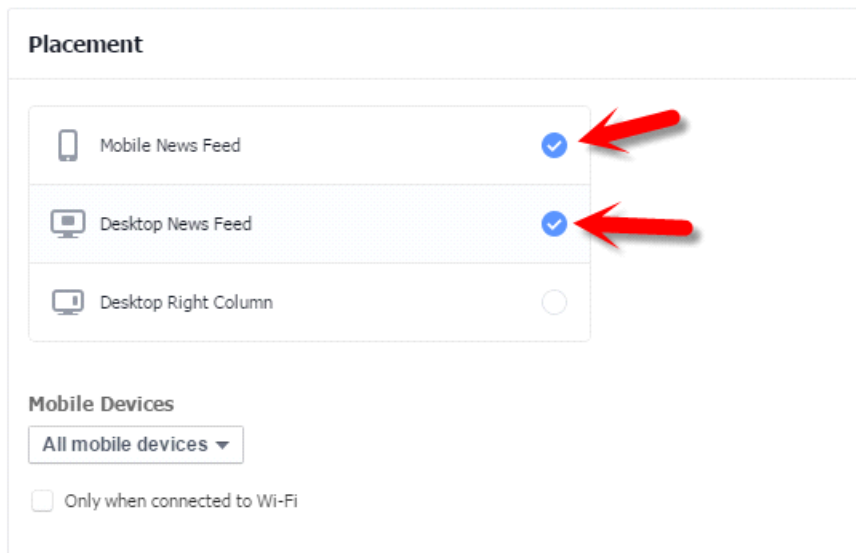
Edit Audience

3 - Edit Your Interest Targeting & Demographic Targeting



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As you scroll further down, you'll see "Placement". To start, I recommend selecting both Mobile News Feed and Desktop News Feed. Later when you become more confident with these ads you can create separate Ad Sets and Ads. One for mobile and another for desktop. I'll talk more about that later in the Step 3 guide.



Placement

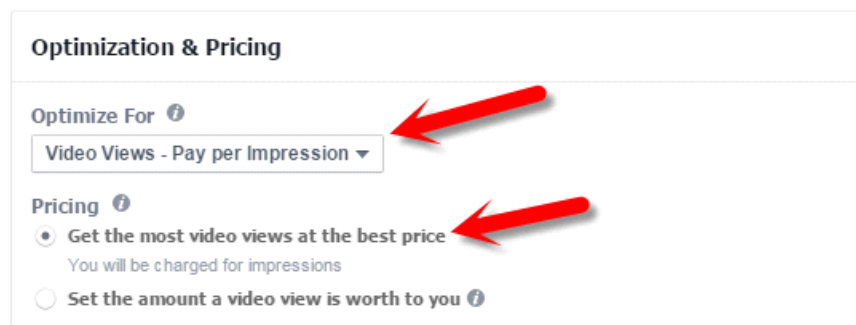
- ☒ Mobile News Feed
- ☒ Desktop News Feed
- ☐ Desktop Right Column

Mobile Devices

All mobile devices ▼

☐ Only when connected to Wi-Fi

A little lower down you'll see Optimization and Pricing. For your first few campaigns I recommend you select "Video Views" and "Get the most video views at the best price". There are other options that I only recommend advanced marketers experiment with. We'll cover this in Step 3 of the guide.



Optimization & Pricing

Optimize For ⓘ

Video Views - Pay per Impression ▼

Pricing ⓘ

☒ Get the most video views at the best price

You will be charged for impressions

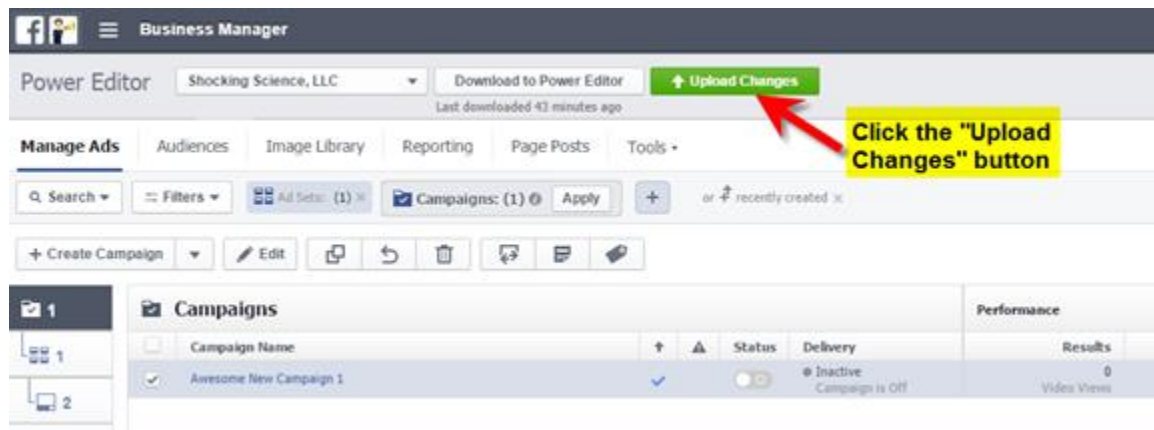
☐ Set the amount a video view is worth to you ⓘ



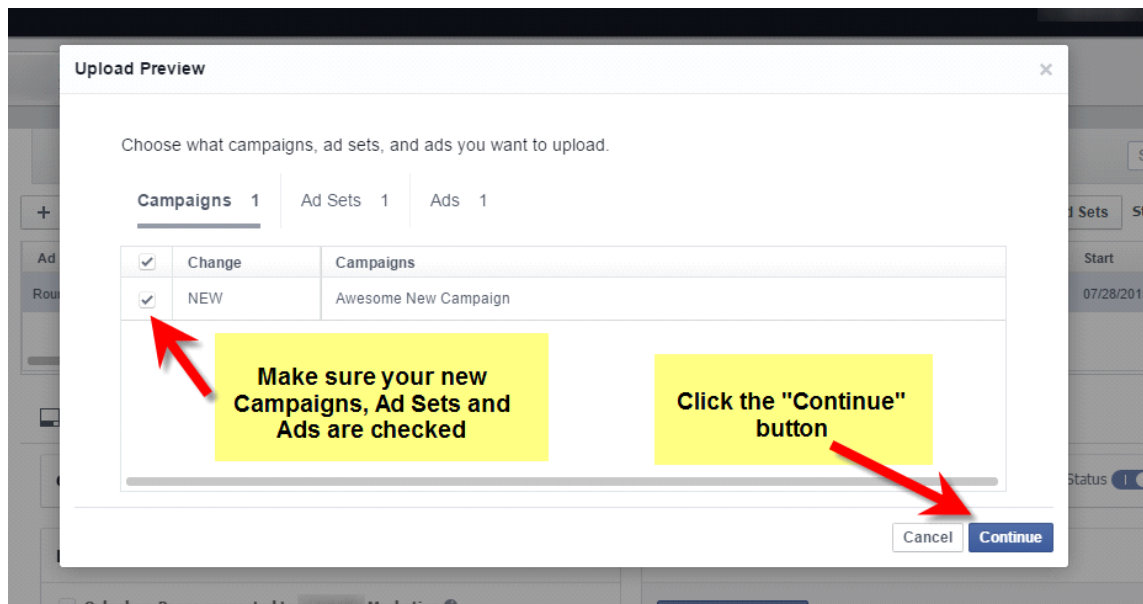
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You're Ready!

Now it's time to upload your new ad to Facebook. Remember, all the work you just did is NOT live on Facebook yet. Until you upload your changes from the Power Editor – they are NOT live on Facebook. I've made the mistake of forgetting to upload my new ads and was frustrated to find out they never got posted to Facebook! So don't make that mistake, instead upload right after you're done creating your ads:



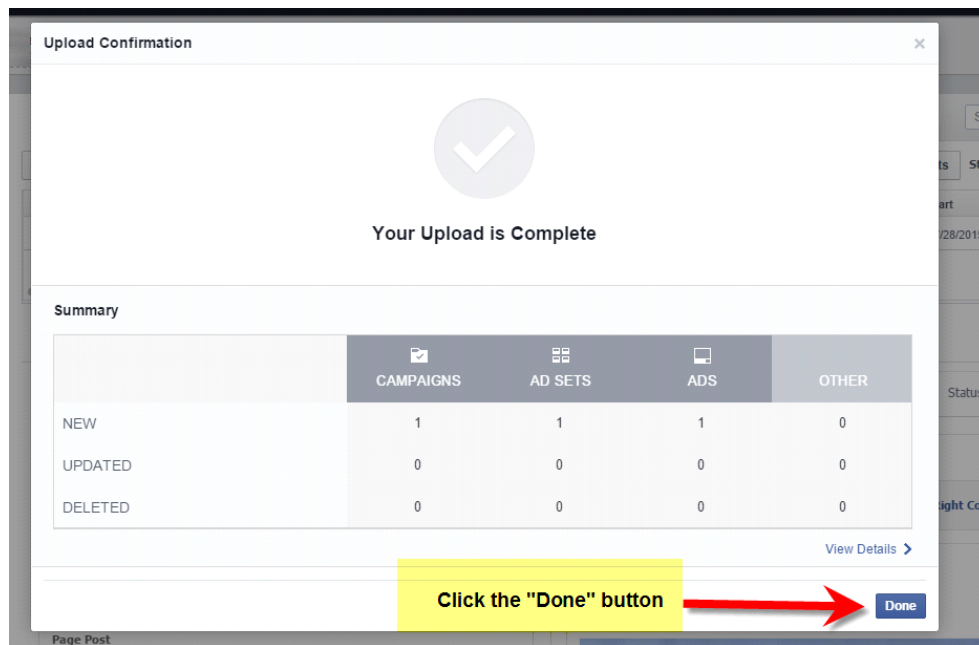
Then:



Finally, you'll get a confirmation when it's complete:



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Now you're done with the Power Editor. You'll need to come back to it every time you're ready to make a new Video Views ad. (Unless you use the tool I'll be telling you about during your bonus live video training)

Custom Audiences: Why They're Important

Custom audiences inside Facebook are an incredibly powerful tool that you'll be using a LOT. Custom audiences are essentially bins where Facebook will stick people into and track them for you. This is so you can target them later with new ads. This is incredibly powerful!

Later on in this guide, during "Step 3", I'll show you how we'll use custom audience to scale your campaigns and grow them to enormous size! If you get a winning campaign going – the sky is the limit to how much traffic you can get with these strategies. A lot of people struggle with growing their campaigns and scaling them to bigger size. They



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also struggle keeping their campaigns running without them “fizzling out” or getting too expensive. What I’ll teach you to do later with custom audiences will eliminate both of these problems.

During your campaigns you’ll be building three types of custom audiences:

- Custom Audience of People Who Play Your Videos
- Custom Audience of People Who Watched Your Videos to the End
- Custom Audience of Clickers Who Click Through and Visit Your Site

The first two types of audiences are created by following the Power Editor instructions above (or by using the tools I’ll reveal during the bonus training)

I’ll introduce the third type of custom audiences during “Step 2” of the Social Video Formula Guide. I’ll show you how to create it and how to implement it. It will become the cornerstone of your campaign and a secret weapon you’ll use over and over again to bring the most targeted traffic into the new funnel you’re building.

So get to work. Get your first video created, get your ads rolling and implement what you’ve learned in Step 1. Once you’ve got it set up and working, move to Step 2.

The Step 2 guide will automatically show up in your [Social Video Formula member’s area](#). Start with Step 1 immediately and you’ll already be getting traffic and video views. Who knows, you may even start making substantial profit before we meet again and start working on Step 2.

Step 2 is where we’ll start assembling your 3 part sequence and start filtering out that gold.



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I'll see you over in the Step 2 pdf guide once you've had a chance to get what you've learned above completed!

All the best,

A handwritten signature in blue ink that reads "Bill McIntosh". The signature is stylized with a large "B" and "M", and a long horizontal line extending from the end of the name.

Bill McIntosh

Creator of the Social Video Formula



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