



Social Video Formula

Step 2

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Hey there, it's Bill McIntosh back again with Step 2 of The Social Video Formula.

As you created your first video and setup your ads you may have noticed that the process can be confusing the first time you go through it. Rest assured, after you've created a few ads – it becomes much easier. Besides, you still have the guide to refer back to next time you need to upload a video and create a video ad.

Plus, when you tune in and watch my live bonus webinar training I'll show you how to make the process flow much easier and how to automate the entire formula from start to finish. You've automatically been registered for the training. Keep an eye on your email inbox for details.

Once you've completed Step 1 of the formula, you've unlocked the key to cheap video views and cheap traffic. You should be getting video views for pennies and a substantial increase visits to your website. When you've got a really good video and you've done your ad targeting well – you'll see video views for ~~far~~ less than a penny and you can even get penny clicks to your website. All this just by following the formula in Step 1!

What To Do If Your First Video Performs Poorly:

After 24-72 hours you're aiming to get views for less than \$0.05 with practice you can even get them below \$.01. I've been able to ~~do~~ create video views ads for as little as \$.001 per video view. Using only the strategy I laid out for you in the previous "Step 1" guide.



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Go into your Facebook ad management area at:

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

-Or-

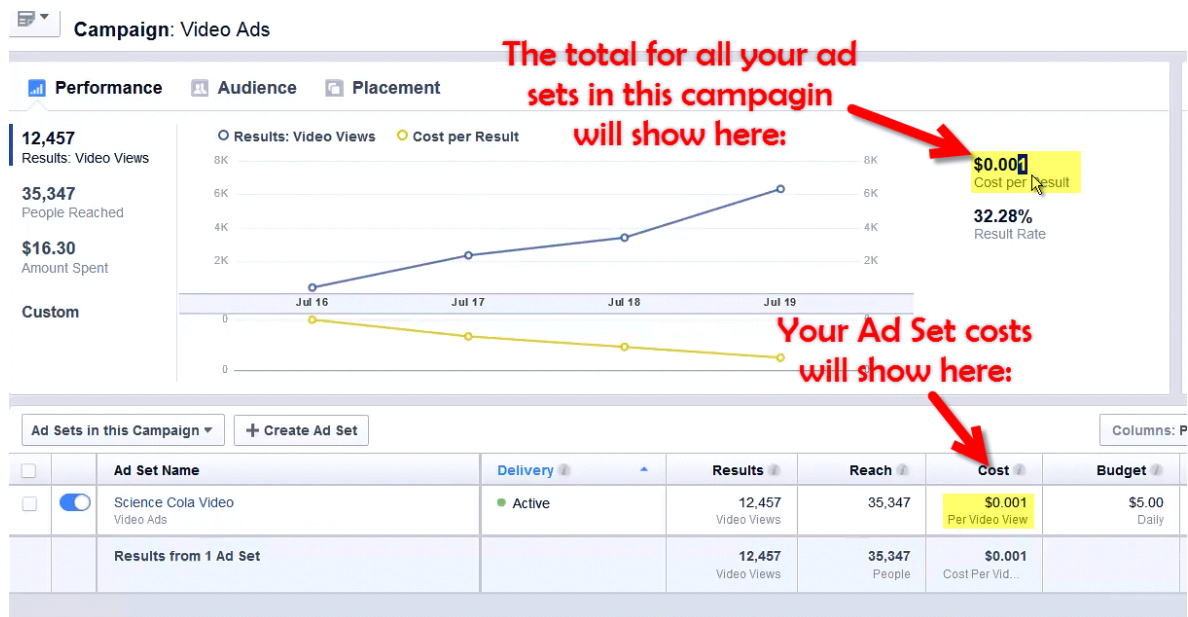
<https://business.facebook.com/ads/manage>

(Depending on which type of Ads account you have).

Below where it says “Campaign Name” – click on your video views campaign. Change the date on your campaign for yesterday's date by clicking the dropdown at the top right of your screen. You will have several choices like, “Last 30 days,” “Lifetime” and “Yesterday.” You want to select “Yesterday.”

By changing these dates and reviewing the numbers on this page: you will be monitoring to check the performance of your campaigns.

The report will look something like this:



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Now note what video views are costing you. Change the date dropdown and select “Today.” If your views are costing you more than \$.05 on average – something is not right and you’ll need to optimize and improve. Also, you may notice yesterday’s costs being higher than today. That means your ads are still optimizing and your costs are still going down.

Don’t worry if your campaign isn’t performing well. It’s not hard to assess and fix - it just takes some practice. So your first campaign ever using this technique might need some improvement. Once you’ve practiced this whole process: It is fast and easy. I’ve created entire campaigns that get \$.001 video views from start to finish in less than an hour (that even included making the video).

There are two areas you can change to improve your results:

- **The content of your videos**
- **The targeting of your Ad Sets**

If you’re not seeing your ads optimizing down below \$0.05 per view: You are probably targeting the wrong interests and reaching people not interested in the content of your video.

-or-

Your video is not resonating with your audience.

*** Fixing the targeting is easy:** Just review your targets and find the ones that are a little too broad or are a little too “off the mark” - meaning the interest is about a topic that’s not a core interest to those who would buy your product or service.

You can try and find more targets using the strategies I laid out in the Step 1 guide, but more than likely if you followed the training, you already have MANY targets to choose



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from already. So it's more likely that you'll need to remove some of your interests and focus more concisely on the more targeted interests.

*** Fixing your video is also easy:** There's a little exercise I like to do when I have a situation like this: After reviewing my targeting I really try and put myself in the shoes of my audience. Who are the people I'm targeting? What problems are they trying to solve? What goals do they want to achieve? What catches their interest? How old are they? Are they mostly women or men? What other stuff is probably appearing in their Facebook news feed that my video is competing with?

You want to build a clear picture in your mind about who are the people are that you're targeting with your ads. When you feel like you really "got" that: Pretend you are that person. Watch your video and ask yourself honestly if it is really going to catch their attention. Will it grab and scream out to them to stop what they are doing as they browse the Facebook News Feed and get them to click play? Does the content entice them to keep watching?

Now make some tweaks to your video. Adjust the template you used. Change the wording on your slides. Maybe try a different voice. Focus heavily on the first few seconds of the video and make sure it's grabbing their attention.

If you're struggling with this part, take a look at the bonus guide in your member's area that teaches you how to create good videos. Try using some of the resources I listed in the first Social Video Formula guide (Step 1) to help you with the process.

In the next guide I'll show you more in depth how to optimize your ads and your videos. It's a skill you'll not only use to fix broken campaigns, but one that can double or triple your profits on successful campaigns too!



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Assuming your posts and ads are performing well it's time for...

Step 2: Filtering For Gold With Sequences

In Step 1 you used Power Editor to place ads that automatically collect a list of people who viewed your videos. These are called Custom Audiences.

The first Custom Audiences you created previously was done by checking the box in Power Editor that said "Create audiences from people who view this video" ~~Unless you used the alternate method I described in Step 1 to get your audiences~~.

We're now going to create an additional new type of custom audience in your Facebook ads account. This will track who actually clicks on your videos and visits your website. Now we can find and re-target ads to these people who are most interested in what you're selling. Plus, we're going to re-use this audience later in a way that lets you automatically scale your campaign and find new people interested in what you're offering.

Here's how to create a website clicks audience step-by-step:

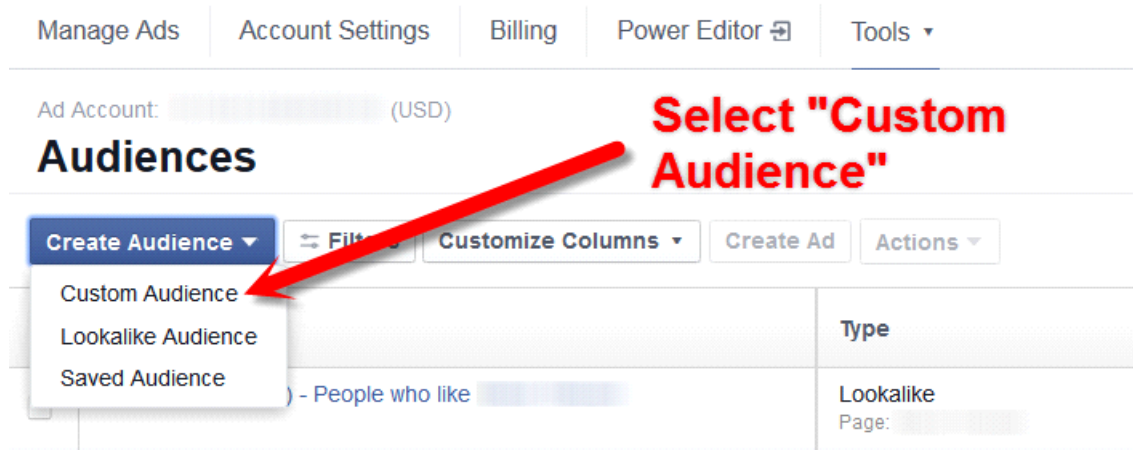
Find the Audiences section of your Facebook Ads account. (Not the Power Editor):

The screenshot shows the Facebook Ads interface. At the top, there are tabs: Manage Ads, Account Settings, Billing, Power Editor, and Tools. The Tools dropdown menu is open, showing options: Audiences, Audience Insights, App Ads Helper, Pixels, Pages, Advertiser Support, and Media Library. A red arrow points to the 'Audiences' option. To the right of the arrow, red text says "Select 'Audiences' from the drop down menu". Below the Tools menu, there's a bar with 'Account:' and a dropdown arrow. Below that is a bar with 'Spent Last 7 Days' and a bar chart showing spending from 08/01 to 08/05. The spending values are: \$96.71, \$97.18, \$93.56, \$89.06, and \$85.07. To the right of the bar chart, it says '\$605.58 Spent Last 7 Days'. Below the bar chart, there's a bar with 'All Campaigns' and a '+ Create Campaign' button. Below that is a table with columns: Campaign Name, Delivery, Results, Reach, Cost, Amount Sp..., and Ends. On the right side of the interface, there's a green 'Create Ad' button and a 'Help' icon. Below the 'Create Ad' button, there's a 'Filters' dropdown and a 'Last 30 days' dropdown. Below that, there's a section titled 'Your Ad Has a High Relevance Score' with a small image of a person and text: 'Great work! Your ad has an average relevance score of 10, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.' Below this section, there's a pagination link '< 1 of 1 >'. At the bottom right, there are buttons for 'Columns: Performance', 'Breakdown', and 'Export'.

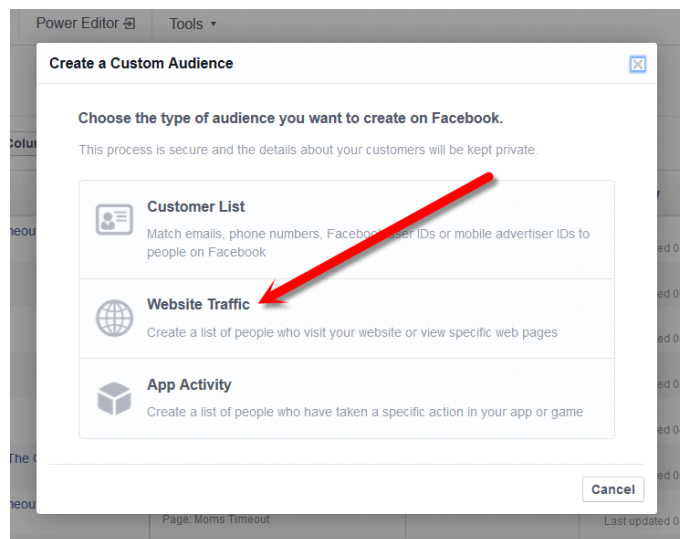


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Click on the “Create Audience” drop down and select “Custom Audience.”

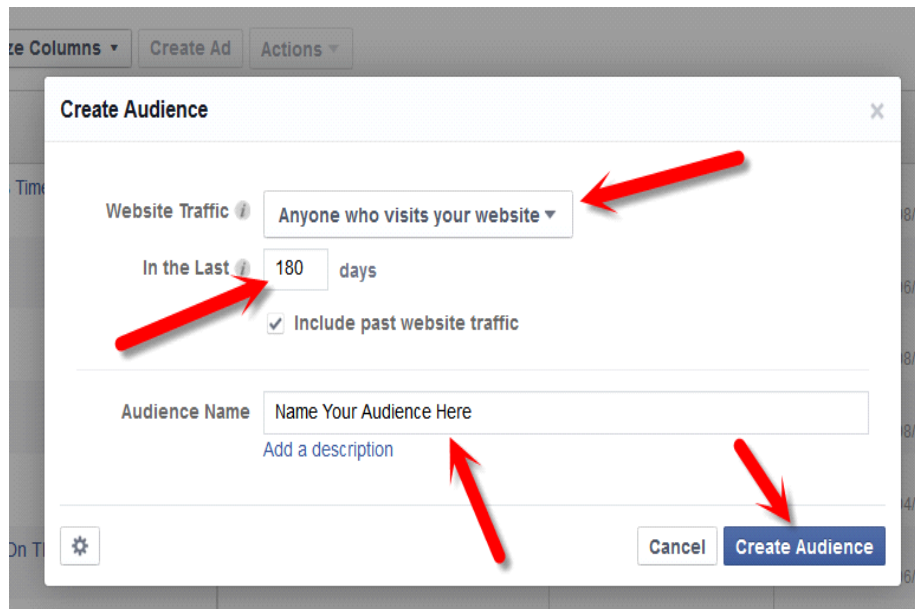


Click “Website Traffic” when this box pops up:



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We want to target anyone who visits your website over the last 6 months. Here are the choices that will pop up that you'll need to select from:



The screenshot shows the 'Create Audience' dialog box in Facebook Ads Manager. It has a title bar with a close button (X). The main content area includes:

- Website Traffic**: A dropdown menu currently showing 'Anyone who visits your website'. A red arrow points to this dropdown.
- In the Last**: A text label followed by a numeric input field containing '180' and the word 'days'. A red arrow points to the '180' input field.
- Include past website traffic**: A checked checkbox.
- Audience Name**: A text input field containing the placeholder 'Name Your Audience Here'. Below it is a blue link that says 'Add a description'. A red arrow points to the 'Add a description' link.
- Buttons**: At the bottom right, there are two buttons: 'Cancel' and 'Create Audience' (which is highlighted in blue). A red arrow points to the 'Create Audience' button.

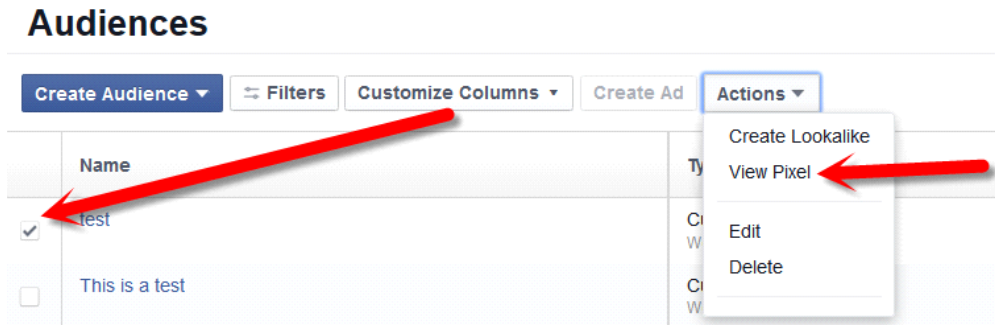
At the bottom left of the dialog is a settings gear icon. The background of the page shows parts of the Facebook Ads Manager interface, including 'Columns', 'Create Ad', and 'Actions' buttons.

There is a technical part of this process. Facebook is going to give you a piece of code to copy and paste into your website. If you're not technical it can sound scary; however it is simple to do. I'll share a link below that will walk you through the process. This allows Facebook to track when people visit your pages and then add them to your custom audience for you to target later.

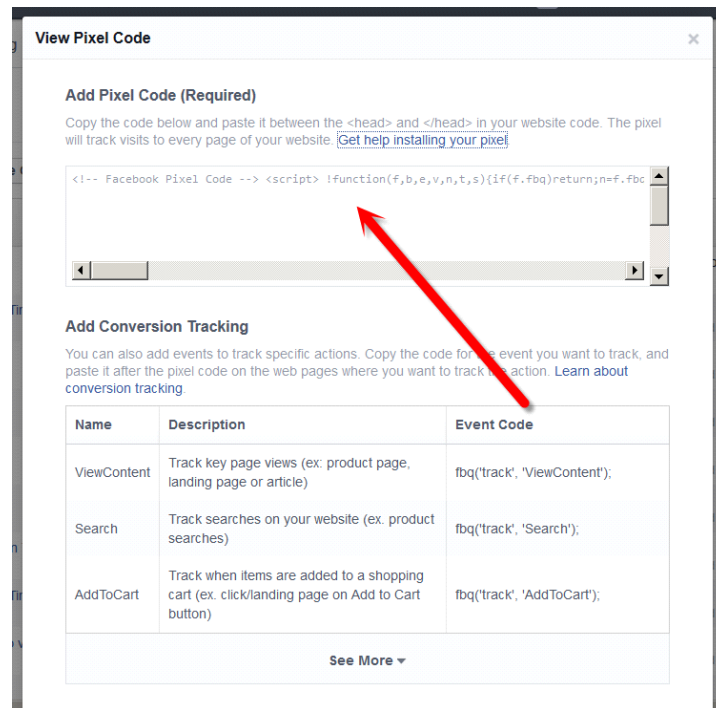


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Check the box next to the Custom Audience you just created. Click the “Actions” dropdown above it and select “View Pixel.”



Now you’ll be presented with a box like this where you can copy the code. Copy it and save it. You can put it into a text file, Word Document or e-mail it to yourself. Here’s the screen where you get the code:



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You'll need to paste this code into your website following these instructions from Facebook:

<https://www.facebook.com/business/help/218844828315224>

If you've got a webmaster, send them the code and the above link. It should be VERY easy for them to do.

Starting Your Sequence

Create New Video Targeting Those Who Have Already Seen Your First Video:

It's time to make your second video. This video asks a new question your audience would be interested in. The question should be directed at something bothering them that they want to solve or some big goal they want to accomplish.

Video Two can be slightly longer than your first video, but not by much. Still aim for the 30 seconds to 2 minutes in length.

Try to work in some kind of branding elements. Use similar animation, the same voice actors (or your own voice), photos or characters as you used before. It's good to have a similar look and feel throughout your entire sequence of videos. You want to become recognizable when people see your stuff cross their Facebook timeline.

Lead in with the question, talk about why it's a big problem and then explain you have a solution to it. Something like:



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"I know how hard it is to find quality underwater basket weavers. Many leave you with soggy baskets that fall apart. That's exactly where we come in! Next we'll show you exactly how to get your baskets done dryly, quickly and affordable.

Just click "Learn More" on this video and you'll discover exactly what I mean!"

What we're doing here is getting a second shot at warming up your prospects, reassuring them they should do business with you and branding yourself so you're at the top of their mind when it's time to make their buying decisions.

Post Video To Page Timeline:

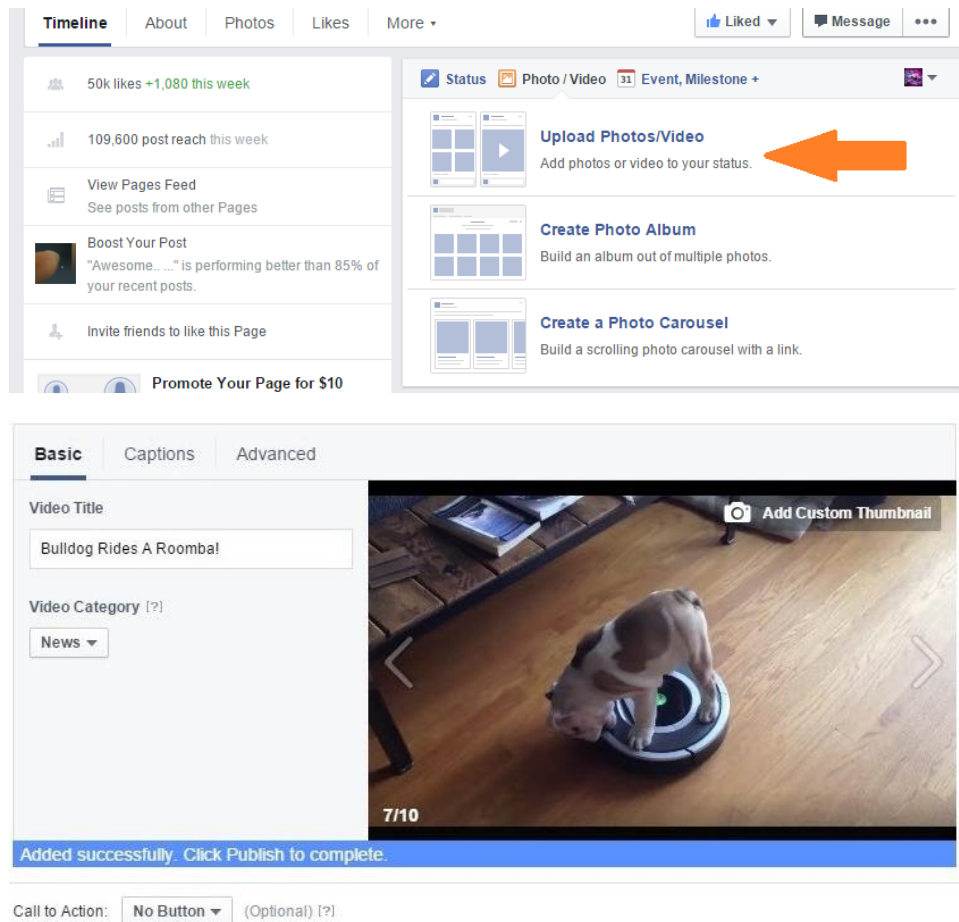
These are the exact same steps as I showed you in the first guide covering setup and Step 1.

Even though this is a follow-up video from your first video we still want this new second video to be visible to everyone on Facebook virally. In a few moments, we're going to do some special Ad targeting-to target the people who watched your first video, but why not get some extra free attention and branding while you're at it?

When you upload your video to Facebook, add some short simple text copy to put in like you did last time. You'll just paste the text into the text box labled "Video Title":



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Run Two Boost Post Engagement Ads

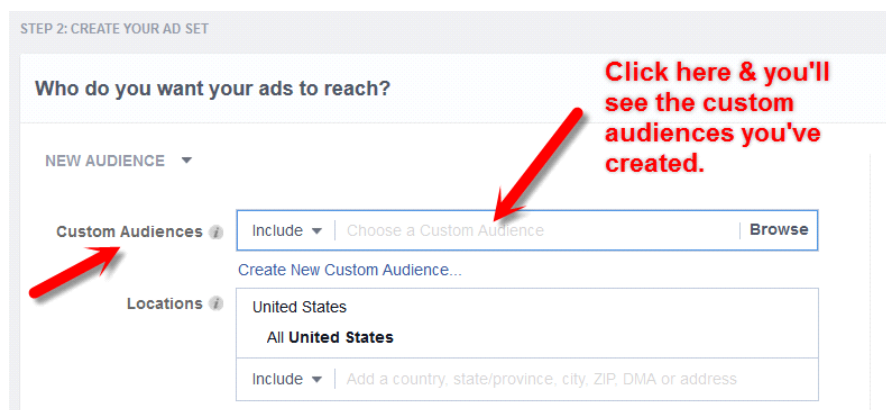
This is similar to what you did on Step 1. We're going to give your new video post a "push" inside Facebook to prove it's a good one that gets engagement. Just like last time, follow all the same instructions for posting an engagement ad. Refer back to the previous guide for screen shots and a detailed walk through on how to do it. You can start with a \$5.00 per day budget on this Ad and lower it or pause it after 24-72 full hours of the ad running if it's not getting good results.



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It's Time To Target Your Previous Video Viewers:

You're going to create a second boost post engagement Ad following ALMOST all the same instructions as last time except for how you'll do your targeting. You're going to leave your interest targets completely blank this time. Instead we're going to target the viewers from your last video. Remember how we set up a Custom Audience of people who viewed your video? These Custom Audiences should now be available to target under the Ad creation section titled "Custom Audiences".



STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach?

NEW AUDIENCE ▾

Custom Audiences ⓘ Include ▾ Choose a Custom Audience Browse

Create New Custom Audience...

Locations ⓘ

United States

All United States

Include ▾ Add a country, state/province, city, ZIP, DMA or address

You should be able to find two previous Custom Audiences from video views that will be titled something like "Video Engagement – YOUR AD NAME – Completed" and "Video Engagement – YOUR AD NAME – Viewed" These are the people who watched until the end of your video labeled as "Completed" or people who at least watched 10 seconds of it which is labeled as "Viewed."

Spend \$5.00 per day on this Ad. After 24-72 full hours of the ad running you can adjust the budget up or down according to performance and the size of your audience. I have provided additional training on how to adjust budgets and optimize your spending at the very end of the formula in the final guide.



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Run A Video Views Ad With Your Two Custom Audiences:

Use the Power Editor to create a new video views ad on your new Video 2. Do everything exactly the same as the first Power Editor video views ad except for one thing: don't use any interest targeting. Instead we're ONLY going to target ~~ONLY~~ the people who viewed your last video.

In Power Editor, you can add custom audiences in the section that looks like this:

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, Doomsday preppers, Survival skills or off grid news

Age:
21 - 65+

Edit Audience

3 - Edit Your Interest Targeting & Demographic Targeting

Then to add your Custom Audiences who viewed your previous-video, click in this box and search for them:

Edit Audience

Custom Audiences ⓘ Include ▾ | Choose a Custom Audience | Browse

Create New Custom Audience...

Locations ⓘ

United States

All United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Find & select your custom audience here



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Remember, they will be titled like: “Video Engagement – YOUR AD NAME – Completed” and “Video Engagement – YOUR AD NAME – Viewed.” These are the people who watched until the end of your video labeled as “Completed” or people who at least watched 10 seconds of it which is labeled as “Viewed.”

Upload Your Power Editor Ads & Measure Performance:

Upload your changes the same way shown in the previous guide. Refer back to it for the step-by-step instructions and screen shots if you need them.

If you’ve completed each task so far within this training: you’ll now have one new video post and three new ads. Now it’s time to wait, let your audiences build and begin to measure your performance.

I like to let my ads run 72 hours before making any radical decisions and adjusting things. Sometimes, if it’s really obvious you’ve got a poorly performing Ad on your hands, you can lower the budget or pause a video ad early.

Your Step By Step Facebook Video Ads Sequence Has Begun!

Now you’ve got a two-step video post funnel and Facebook is automatically waiting for people to watch your first video. When this happens, Facebook will automatically begin advertising your second video to everyone who has already watched your first video.



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Your sequence will continue and you'll be adding one more video to Facebook. I'll show you exactly what to do for your third video. That's coming up in the next guide.

Let's recap on what you've accomplished so far. You now have:

- Two viral videos posted to your Facebook page.
- Free organic likes, views, shares and clicks on those video posts.
- An engagement "boost post" ad on each.
- A video ad targeting the public on your first video.
- A video ad targeting the video viewers of your first video and sending them to your second video.

We're getting close to completing your Facebook video ad sequence! There's one more step to go and I'll cover that in the next guide.

THIS SECTION IS IMPORTANT:

Facebook is amazing at optimizing ads. If you sit back and resist the urge to fiddle with your Ads when they're new: Facebook will perform magic. Trust me, I know the feeling of wanting to keep making changes to "improve" or "fix" an Ad, but stay disciplined and **DON'T DO IT!**



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I've seen ads that start out poorly drift downward in cost until I'm getting \$0.01 clicks and video views all day long. Most people kill their Ads way too early and never see these results because they didn't have the patience to let Facebook do what they do best – optimize.

A little known secret is that every time you make a change to your Ads, Ad Sets or Campaigns in Facebook you're essentially hitting the "Reset" button on Facebook's optimization process. It starts all over again and you'll need to wait another 24-72 hours before you'll know how these changes are really working.

Facebook has taken their billions of dollars in assets and all their really smart programmers to do something really amazing: They can predict the future!

They sit back, gather little bits of information about your videos and your Ads. Then they use their massive database of all Facebook's users and all the behaviors of those users to predict what's going to happen to your videos and ~~your~~ Ads. They try to predict who the perfect person is who should see your Ad and would be interested in it. If you've set your Ads up the way I've shown you – that's exactly what they'll do ~~now~~. They'll "dial in" the people that Facebook is showing your Ads to.

If you've got an audience of 500,000 people who may see your Ad, Facebook will predict who the top people are in that audience for you. They'll refine it down to 100,000 or 50,000 of the people who would be most likely to play your video and click on your Ad. That's who they'll try to show your Ad to first and more often.

Later on in the training I will be showing you how to unleash Facebook's power of optimization to dial in your Ads even more. You'll be helping Facebook use their algorithms to increase your conversion rates and bring you top quality buyer traffic. They'll help you find your buyers and target them!



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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!

This new tool can also automate optimizing your Ads, or finding and eliminating poorly performing Ads!

For now, sit back, let your Ads run, let Facebook do its magic and...

Let The Audiences Build:

At this point you want to let your Ads run and your videos rack up views. Facebook is busy targeting the best people to show your videos to. Your most targeted audience members are clicking play, watching your videos, clicking through to your site and most importantly going into your custom audiences and into your sequence.

Let the custom audience from your second video build up and run for a few days. Your videos will rack up views and help assist you in building a stronger audience.

Start with Step 1 immediately (the previous guide) and you'll already be getting traffic and video views. Complete Step 2 (this guide) and get even more results. Who knows, you may even start making substantial profit before we meet again and start working on Step 3.

Step 3 is where we'll finish your three-part sequence and I'll teach you how to scale these campaigns to be self-sustaining and evergreen. I'll see you over in the Step 3 .pdf guide once you've had a chance to implement what you have learned!



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The guide for Step 3 will automatically show up in your Social Video Formula member's area.

All The Best,



Bill McIntosh

Creator of the Social Video Formula



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