



Secret Interview Blueprint: Stephen Renton

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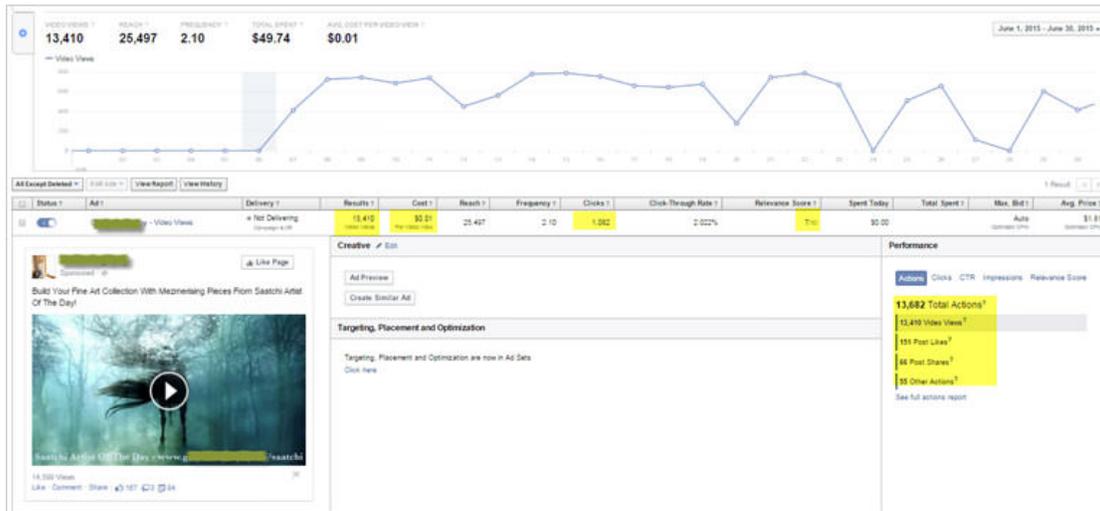
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Stephen Renton runs video ads for a client who does underwater photography. His client works with very exclusive, high end, private clientele creating specific pieces of artwork for them. She also does high-end conceptual artwork as well for galleries and exhibitions. And Stephen runs her ad campaigns for her, using Facebook video ads. Each ad that he tests, he does with a \$5/day ad spend and he's selling VERY expensive pieces using these strategies with ads like this:



First he had his client start out by brainstorming the different type of clients she would have and the different marketing messages she would want to show to each. Initially he started a few tests with just straight images on Facebook itself and it was pretty expensive. He would target very specific people who would be interested in her art such as: international art collectors, art lovers from LA, fine art investors, people who like museums, auction houses, investment bankers, etc. He also targets people's income in the United States of those who make over \$100,000. One of the things Stephen likes about doing video ads on Facebook is that he also gets free page Likes on their Facebook fan page from doing video ads. People click Like on their page and begin following their posts.

From one of their video ads, costing 1-2 cents per video view, he produced \$1600 immediately in art sales. And the buyer wants to buy 2 more pieces which are each \$7,000-\$8,000. Once that goes through that'll likely be over \$16,500 in direct sales. Plus the artist was contacted by an art gallery owner and if she lands an exhibition from it, she'll make 5 figures in sales! All from one video ad.



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His video ad is just a slide show of the artist's pieces of art, put together with some call to actions, with music in the background that he got from AudioJungle.com. He used Keynote and some music, that's all. Took him just 3 hours to produce. You can also use Animoto.

You want to keep your videos short because Facebook will actually build you custom audiences in the background of people who watch a certain percentage of your videos and clicked on it. So if you keep your videos short, a higher percentage of people will be watching more of your videos and will be used in the custom audience. He optimized the ad for mobile and it plays in the newsfeed as well, didn't bother with Right Side Ads because it's a video. Facebook will make 2 custom audiences, one is for the people who watched he thinks the first five seconds of the video and the other are those who have watched the first 95% of the video. You could take the list of those who watched 95% of your video and generate Look Alike audiences and then run ads to those as well.

Stephen once again proves that nearly anything can be sold with Facebook video ads. It's all about creating simple videos to attract the right audience and then targeting that audience.

So get to work putting out your own simple videos and be sure to let me know about your progress. I love to hear all about how you're doing. Sharing wins & successes will brighten my staff and I's day. We love hearing that stuff!

I'll see you on our next live training session!

All the best,



Bill McIntosh

Creator of the Social Video Formula



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