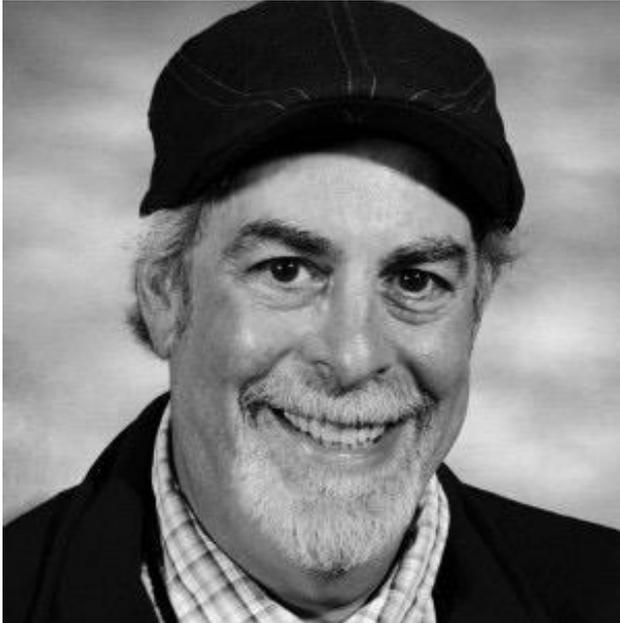




BETTER CONNECTIONS:

Facebook Game Plan: Developing a Successful Skill Set (A Facebook Advertising Case Study)

LaunchHawk Marketing, LLC



Jim Berkowitz

Founder & CEO of LaunchHawk Marketing, LLC.

Founder of 6 other startups.

Mentor with the Telluride Venture Accelerator and SCAPE.

Mentor with TechStars StartupNEXT and Startup Weekend Programs

Creator of the PinPOINT Program (For Product Positioning)

Expertise in Launching Startups, Growth Hacking, Digital Marketing & CRM Technology



Facebook Ad Case Study

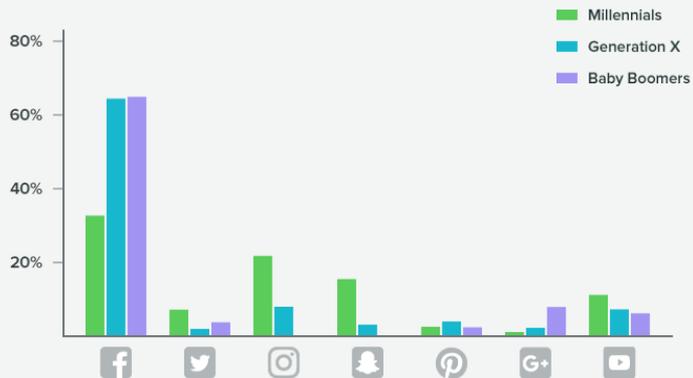
Thank You To:



Why Facebook?

Network Preferences by Generation

Q1 2017

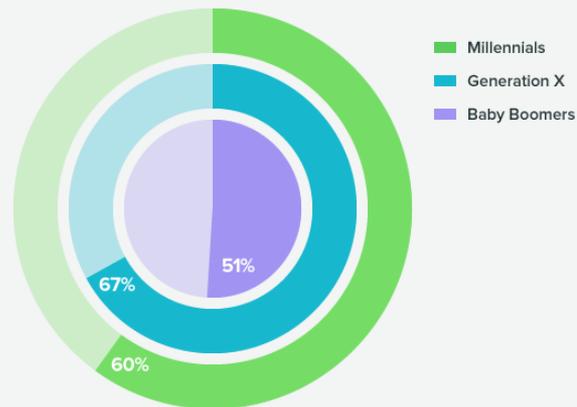


sproutsocial

sproutsocial.com/index

Percentage Likely to Purchase From a Brand They Follow

Q1 2017



sproutsocial

sproutsocial.com/index



Facebook Audiences

Custom (Target) Audiences

Custom Audiences Choose a Custom Audience Browse

Create New Custom Audience...

Locations United States
All United States
Add a country, state/province, city or ZIP

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

More Demographics

- Relationship Interested In Relationship Status
- Education
- Work
- Financial
- Home
- Ethnic Affinity
- Generation
- Parents
- Politics (US)
- Life Events

Interests Suggestions Browse

Behaviors Browse

Connections Browse

Audience Definition

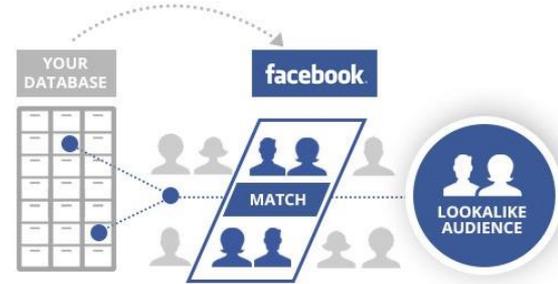


Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 180,000,000 people

Lookalike Audiences



Retargeting Audiences

Create Audience X

Pixel Facebook Pixel
Pixel ID: 928390844097466

Website Traffic Anyone who visits your website

In the Last Anyone who visits your website
People who visit specific web pages
People visiting specific web pages but not others
People who haven't visited in a certain amount of time

Audience Name

Custom Combination

Cancel Create Audience

Retargeting



RETARGETING STATISTICS

YOU GOT TO SEE IT TO BELIEVE IT

Display Ads Get You 0.07% CTR. The Avg CTR for Retargeting Ads is



0.7%

Retargeting Boosts Ad Response by



400%

Retargeting Generates Highest Lift in Search Queries By atleast



1046%

Visitors retargeted with display ads are more likely to convert By



70%

Consumers Who have a positive reaction to retargeted ads



30%

Typical Conversion Rates for businesses who depend on retargeting



55%

Case Study Custom Audience

Reverse Mortgage

Actions ▾ ×

Audience Name Reverse Mortgage
Size 21,000,000
Type Saved Audience
Created 10/16/2017 6:54am
Last Updated 10/16/2017 6:54am
Labels

Audience Details

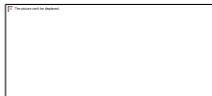
View how this audience is defined

Audience Name Reverse Mortgage
Saved Audience Details Location - Living In: United States
Exclude Location: United States: Hawaii; New York
Age: 62 - 65+
People Who Match: Home Types: Home > Home Type > Condo or Home > Home Type > Single-family
dwelling, Home Ownership: Home > Home Owner > Homeowner

Types of Facebook Ads

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	



Facebook Ad Formats

Format

Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create up to 6 ads with one image each at no extra charge



Single Video

Create an ad with one video



Slideshow

Create a looping video ad with up to 10 images



Facebook Ad Pictures



Facebook Ad Text

 **New American Funding**
Sponsored · 🌟 [Like Page](#)

Start planning for your secure retirement!



Turn Your Home Into Cash With Reverse
Homeowners: You may qualify for cash for your equity

[Learn More](#)

3 Likes

[Like](#) [Comment](#) [Share](#)

 **New American Funding**
Sponsored (demo) · 🌟

Use part of your home's equity for cash proceeds that you can use in any way you choose. Learn more about a versatile tool that nearly a million homeowners have used to age-in-place and so much more.



Adventure Still Awaits in Your Golden Years
Bring financial stability to your retirement by letting your home work for you, after age 62.

[Learn More](#)

[Like](#) [Love](#) [Wow](#) [Sad](#) [Angry](#) 30

7 Comments 

[Like](#) [Comment](#)



Facebook Ad Text

New American Funding
Sponsored (demo) · ✪

Use part of your home's equity for cash proceeds that you can use in any way you choose. Learn more about a versatile tool that nearly a million homeowners have used to age-in-place and so much more.



Adventure Still Awaits in Your Golden Years
Bring financial stability to your retirement by letting your home work for you, after age 62.

[Learn More](#)

👍❤️👍 30 7 Comments

Like Comment

Ad Engagement:

Reach: 3290 people (329/day - .10/person) —
Total Impressions: 3,982
All Clicks: 214
Engagement with Ad: 6.5% of Reach
CPC (Cost Per All Clicks): \$1.56
CPC (Cost Per Click) to Lead Form: \$3.15

All Clicks - Note: Clicking on picture or button goes to the Facebook Lead Form



Facebook Ad Lead Form



Reverse Mortgage Benefits

- No FICO qualification
- No debt-to-income ratios – must prove capacity to pay debts
- Greater freedom in retirement - not restricted on how you can use the loan money
- Help you retain your savings
- Help you age in place

Learn more by providing your info below.

How would you rate your financial health?

Email

First name

Last name

Phone number

State

Date of birth

Nothing you share will be posted on Facebook. This info is sent to New American Funding.



Your Home Can Work For You, After Age 62

- Bring financial stability to your retirement
- Age in the comfort of your own home or move closer to loved ones
- Pay for repairs or improvements to your home
- Take a trip with friends or loved ones
- Cover unexpected bills or out-of-pocket medical or prescription drug charges

Learn More By Providing Your Information Below

Email

First name

Last name

State

Phone number

Nothing you share will be posted on Facebook. This info is sent to New American Funding.

← Picture defaults, but could be different

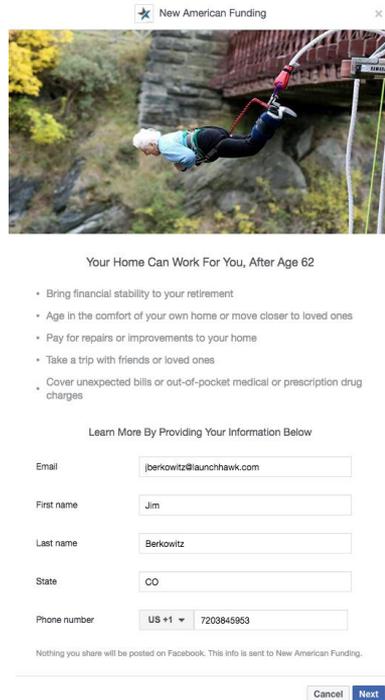
← No mention of Reverse Mortgage - only benefits

← Better if something more specific

← Automatically filled in by Facebook

← Prospects may be uncomfortable with this

Facebook Ad Lead Form



New American Funding



Your Home Can Work For You, After Age 62

- Bring financial stability to your retirement
- Age in the comfort of your own home or move closer to loved ones
- Pay for repairs or improvements to your home
- Take a trip with friends or loved ones
- Cover unexpected bills or out-of-pocket medical or prescription drug charges

Learn More By Providing Your Information Below

Email:

First name:

Last name:

State:

Phone number:

Nothing you share will be posted on Facebook. This info is sent to New American Funding.

Lead Form Engagement (Landing Page):

Link Clicks (Image & Button Click) To Lead Form:

CTR To Lead Form: 106

CTR %: 3.22 %

CPC: \$3.15/Click

Leads From Ad:

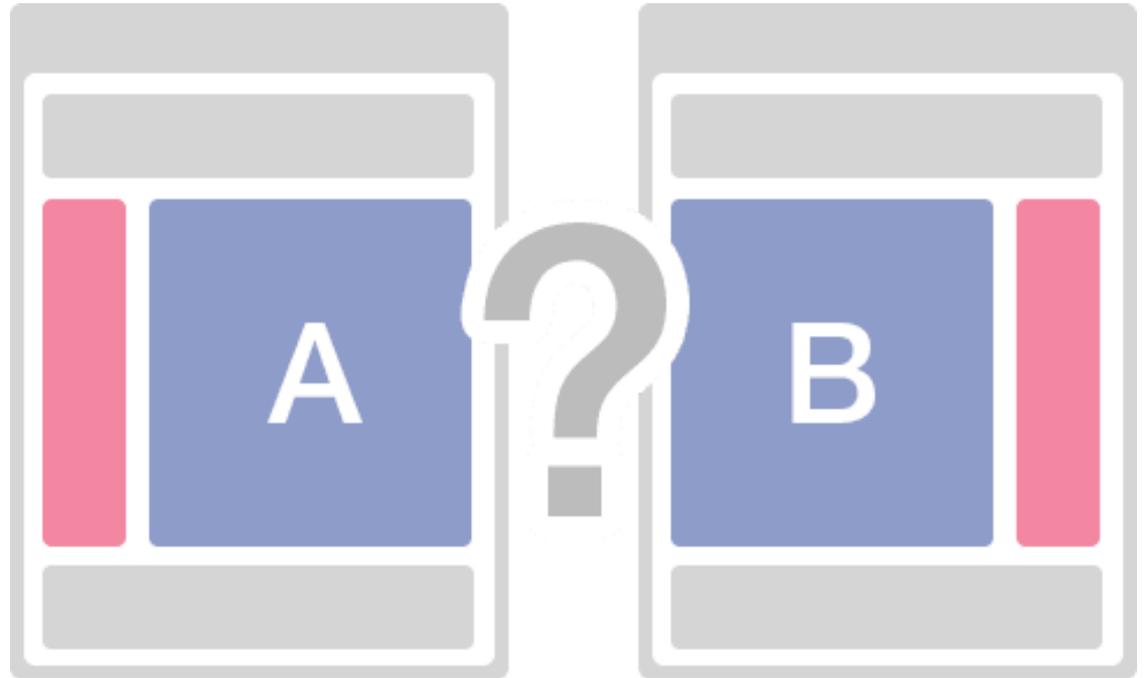
Lead Form Conversion Rate: 17% (from Form)

Leads Generated: 18

Cost per Lead: \$18.54

A/B Testing: Test, Test Test

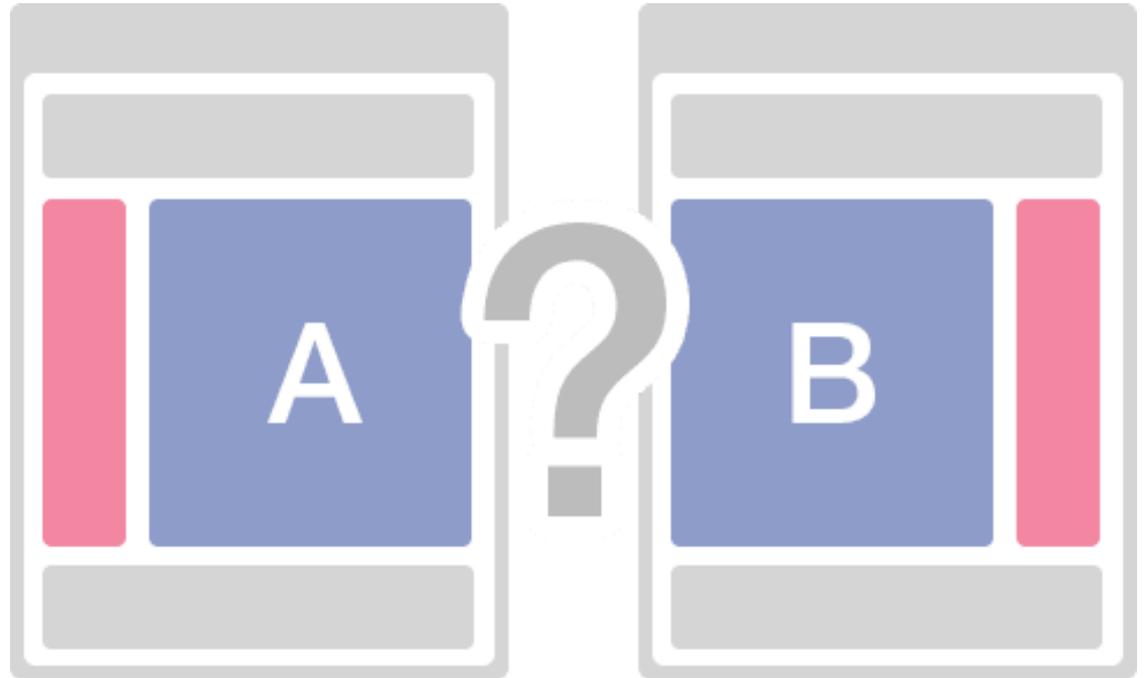
So, How do You Maximize Lead Generation at The Lowest Possible Cost?



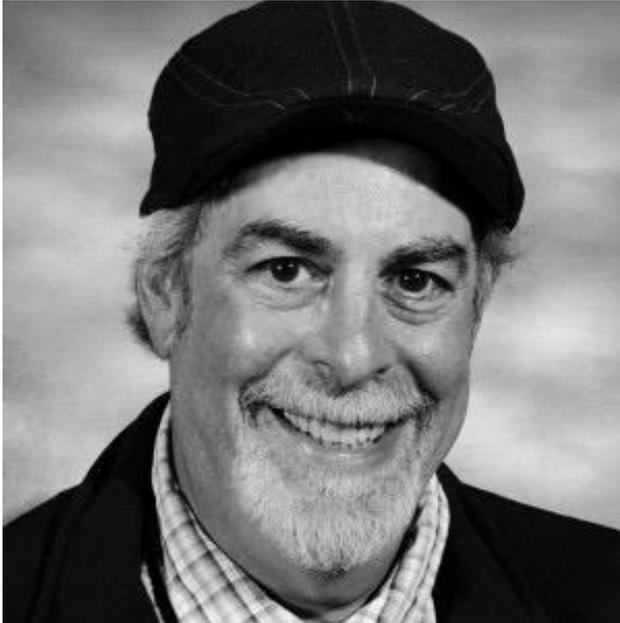
A/B Testing: Test, Test Test

So, How do You Maximize
Lead Generation at The
Lowest Possible Cost?

Always Be Testing!



LaunchHawk Marketing, LLC



Jim Berkowitz
LaunchHawk Marketing
Founder & Lead Growth Consultant
Telluride, Colorado
Website: <http://www.launchhawk.com>
Mobile Tel#: 720-384-5953
Email: jberkowitz@launchhawk.com
LinkedIn: <https://www.linkedin.com/in/jberkowitz/>

