

The Top 5 Errors in Facebook Marketing – (and how to avoid them)

There are a ton of people, and trainers who (attempt) marketing on Facebook. The problem is the vast majority of people fail to “get it”. That’s because Facebook is a unique communication space. It is not like the internet at large and it certainly cannot be treated like a sales page. To that end here is a list of the top 5 errors (in order) seen in Facebook Marketing – and how you can avoid them.

Number 5: Direct linking

Don’t link (from an ad) directly to a sales page. People are not on Facebook to buy anything. Linking them directly to a sales site will fail – so don’t do it. Instead send them to your Fanpage and start to grow your social relationship. Once they know like and trust you, they will become your customer.

Number 4 : Shotgun Marketing

You MUST target your ads to your audience. Showing a 40 year old man and a 40 the same ad is a HUGE mistake. Laser target for better click through rates and cheaper clicks. Know your audience and when placing the ad make sure to make the most of the “likes & interests” box.

Number 3: Bidding Errors

Using CPC (cost per click) when you should be using CPM (cost per impression) or vice versa will cost you money. The general rule of thumb is the more targeted your ads are, the more sense it makes to use CPM. The less targeted the ad is the better choice would be CPC.

Number2: Talking Like a Robot

Always giving advice and always being “on” is not social at all. It is like being preached to. Don’t talk about yourself, talk AS yourself. Do not always post “on topic” either. Not everything you say has to be fitness related. Ask an engaging question that has nothing to do with fitness and you’ll see your response rate explode.

Number 1: Treating Facebook like a Sales Website

Facebook is a social environment – NOT a commercial environment. No one goes on to Facebook to buy anything – ever. And too many trainers communicate on Facebook as if it were a sales page. That just won’t fly on Facebook. You must communicate SOCIALLY on a social network. Now that is not to say you can’t pitch – because you can. You just have to do it in a “social” way. As marketing guru Alex Mandossian, says “Educate Overtly; Sell Covertly.” On Facebook that translates to “Socialize overtly; Sell Covertly”. Shoot for a ratio of AT LEAST 5:1. That’s 5 purely social interactions to every one pitch.

-Joshua Carter

Facebook Ad Basics

1) Use Red in Your Ad Images

The image is the MOST important element of the ad. One study showed that 70% of the click comes from the image – so make it a good one. And since advertising on Facebook is “interruption marketing” you need to draw the user’s attention to your ad on the side of the page. And since everything in Facebook is blue, white and grey you need to use a color like red to stand out and draw the eye to the side of the page.

2) Use “Real” Photos

People (and especially women) have a high BS filter. If the photo looks like stock photography they will know it and just move on. Use a real photo when you can.

3) Use Women

Don’t get weird, but women like to see images of other women (and women with babies). And men also like to see images of women (duh.) To attract female clients use images of an idealized version of who your client wants to be, not just a fit hottie. A fit woman working out (and is happy about it) works well. And let’s face it: Men like boobs. If you can legitimately have a well-endowed woman in your ad that is actually related to what you are advertising then do it. Don’t just put t boobs on an ad for something unrelated – you’ll get clicks but no conversions.

4) Use Catchy Headlines

This should be common sense, but you only have 25 characters, so choose wisely. Tricks of the trade: Use a question. Questions are inherently leading, and will make the reader want to continue reading. An example: *Want Free Bootcamp?* Another trick: Use your city name. People identify with their area / city. I directly tested this and the CTRs were 70% higher when I used the city name. For example *Fresno’s #1 Bootcamp*. It is simple and it works. Lastly, be specific. If you are targeting Moms, say the word “mom”. Again it seems like common sense but many miss this simple tactic. An example: *Can Busy Mom’s Get Fit?*

5) Keep The Copy Short

When you drive down the highway there are billboards all over. Do they have a paragraph of text? Hell no- you don’t have time to read it. I’ve heard the rule for billboards is 7 words or less. While the might be pushing it for the Facebook environment, the overall concept is the same. Capture their attention with the image; make them want to click with short, succinct copy that ends with a call to action. An example: *Want full access to Fresno’s #1 Fitness & Fatloss Bootcamp? Click Here...*

6) Rotate Your Ads

Even the perfect ad won’t pull forever. Create variations of your ad by changing the image, the

copy and the headline. Run one ad at a time, track your stats and test them against each other. Then create versions of the top performers and then test those. I would recommend rotating ads every 3-7 days.

Reality Check: Don't expect miracles in CTR's when it comes to fitness. Anything above 0.05% is good and 0.10% is great. Fitness is something most people put off until "tomorrow" and thus are reluctant to click anything fitness related – even if it is the best ad in the world. That said you should still be able to add 300+ people to your list using the tactics above.

Here are a few that have converted well for me:

Calabasas Mom's Bootcamp



Want FREE access to
the #1 Fitness & Fatloss
Bootcamp in Calabasas?
Click Here...

Free Fresno Bootcamp?



Get full access to Fresno's #1
Fitness & FatLoss bootcamp.
Click Here...

West Hills' #1 Trainer



Want a FREE session with
West Hills' #1 trainer? Click Here...

[NOTE: Replace this image with one of *you* training]

