

FEATURED ON



FACEBOOK
ADVERTISING

THE ALL FRAMEWORK

How to quickly take someone from a stranger to a customer, by showing the right ads, to the right people, at the right time.





ABOUT GECKO SQUARED

We help businesses increase revenue by getting more clients /customers using Facebook advertising.

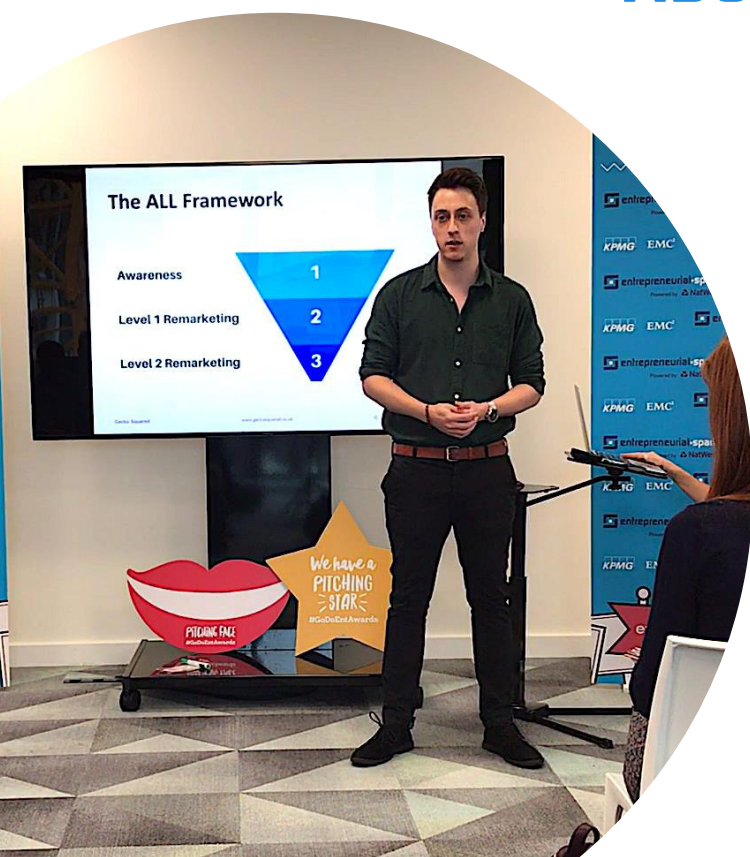
We do it better than anyone else in the world because of our ALL Framework – our proprietary advertising funnel developed based on the amalgamation of Facebook user behaviour and direct response remarketing.

We specialise in working with high growth businesses, including eCommerce companies, software companies and professional service businesses.

ABOUT CHARLIE LAWRENCE

Charlie is a Facebook advertising strategist, writer, speaker and founder of Facebook advertising agency Gecko Squared.

With 8 years of paid media experience, he also contributes to industry sites like Social Media Examiner and Social Media Today as well as running The Facebook Ads Club.



INTRODUCTION

It's no secret that Facebook is an unstoppable powerhouse when it comes to social media.

Over 2 billion active users per month and still growing, there's a target market for almost every business...

Including yours...

But how do you actually **reach buyers** on Facebook, not just window shoppers that will browse your products or services but never become a customer.

In this guide I'm going to show you how to **successfully sell your products or services using Facebook advertising**, to take your business growth to the next level.



WARNING

By the end of this in-depth guide you might look at Facebook advertising completely differently.



THE PROBLEM ON FACEBOOK

Organic reach is dying

I'm sorry to burst your bubble but organic marketing on Facebook is almost dead...

Don't just take my word for it. Let's look at the data because, numbers don't lie.

Facebook has been reducing organic reach over the last six years (that was before the recent announcement).

That means that all the hard work you do building an audience of people who like your Facebook page is going to waste, as each post of yours is reaching fewer and fewer of those people.

From 2014 to 2016 the average page saw a **decrease in organic reach from 16% to 6.5%**

That's a huge decrease in only a two year period.

That's not the end of it, Facebook has continued to decrease the organic reach of pages.

From January to July of 2016, brands and media publishers reported a **decrease in organic reach of 52%**.

Again, during the same period in 2017 they saw a decrease of 20% and in January 2018 yet another decrease.

This now means pages are only seeing 1-5% organic reach on their posts. Double digits if they crush it with a post.

"If you have 10,000 people that like your Facebook page, you'll be doing well to reach 500 people consistently with each and every post you create."

What does this all mean?

Facebook has become a pay to play network Facebook has been pushing businesses to advertise to reach more people, and it has worked.

There are now over **6 million global advertisers**, **generating \$53+ billion per year** in ad revenue for Facebook.

With the differing requirements of large and small advertisers, Facebook has introduced a lot of new functionality and features over the last few years.



It seems like **every week something changes in Ads Manager...**

With the increasing complexity of the platform this has lead to the rise in the number of simple yet costly ad mistakes we see entrepreneurs and marketers making.



**THE BIGGEST MISTAKE PEOPLE
MAKE WITH FACEBOOK
ADVERTISING IS ON THE NEXT
PAGE!**

THE BIGGEST MISTAKE PEOPLE MAKE WITH FACEBOOK ADVERTISING.

They sell too early!

Let me write that again

Selling too early

If you just run sales based ad campaigns, to cold audiences, you won't see the results you want.

If you just run a campaign that says "buy my products or services", to an audience of people that have never heard of you or seen you on their newsfeed (cold audiences) it won't deliver the results you want.

Why?

Because your target audience doesn't know, like or trust you enough to take the action you want them to.

Would you buy something from a stranger that comes up to you in the street?



Probably not... It's the online equivalent when you run sales campaigns straight to cold audiences.

HOW TO IDENTIFY UNDER PERFORMING CAMPAIGNS



The ads in your campaigns will have low relevance scores of 5 or below.



Your click-through rate (CTR) will be low, under 0.5%.



Your cost per result, such as link clicks, will be high, normally above £1.

The result of all this?

You'll be driving less people to your website within your allocated budget and ultimately you'll see fewer leads or sales.

INTRODUCING THE ALL FRAMEWORK

The ALL Framework, is a **three stage** advertising funnel that we've developed at the agency which takes someone from a complete stranger to a paying customer in the shortest amount of time possible.

We implement it for our agency clients as well as teach it on our training programmes and in The Facebook Ads Club.

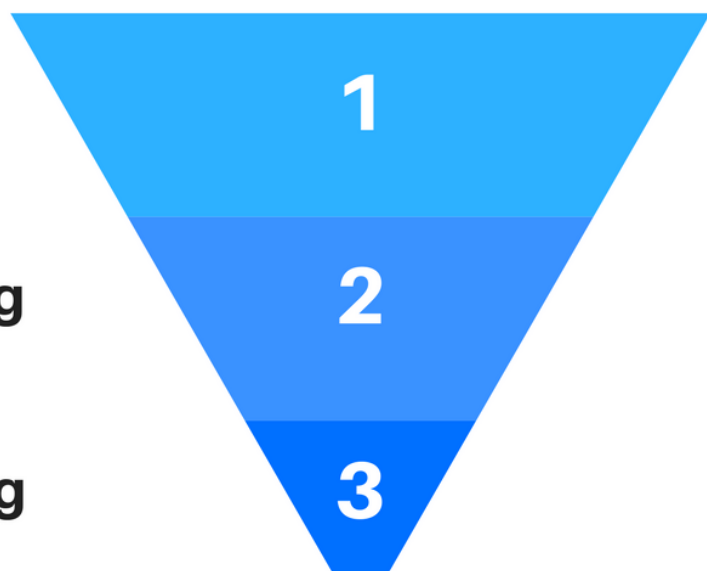
It's been responsible for adding over £6m of new revenue across our client base. **It's the most effective advertising strategy on Facebook right now.** Period.

The three stages of the ALL Framework:

Awareness

Level 1 Remarketing

Level 2 Remarketing





AWARENESS (TOP-OF-FUNNEL)

At the top of the ALL Framework is awareness. Here the goal is to generate awareness for your business.

At this stage you're targeting "**cold**" audiences. These are people who are unfamiliar with your business; they don't recognise or trust you...yet.

It's the job of content at the top of the ALL Framework to "warm" these cold audiences by delivering value.

Why lead with content?

We do this because unlike on Google where people are actively searching for products and services, people just aren't doing this on Facebook.

Instead, they are consuming content from their friends, family and businesses.

Facebook is a content network first and foremost, so do what Facebook wants and deliver highly valuable content to your target audiences.

Lead with content and you'll already be ahead of the majority of business owners who are selling too early on Facebook.

AWARENESS LEVEL AUDIENCES

At this stage of the ALL Framework you want to use Saved audiences and Lookalike audiences for your campaign targeting.

These are two types of audience that you can create in the Audiences Dashboard in Ads Manager, which consist of your ideal target customers.

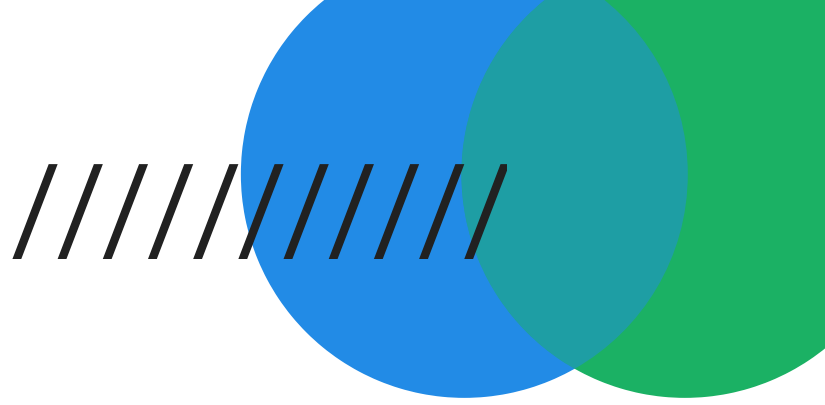
TYPES OF AWARENESS AUDIENCE



SAVED AUDIENCES: the most basic audience type on Facebook, these allow you to group people based on location, age, gender, demographics, interests (such as page likes) and behaviours.



LOOKALIKE AUDIENCES: the most advanced targeting option on Facebook. They allow you to find new people that share the same characteristics as a source audience you control, such as a customer list custom audience. This is the closest way to clone your existing customer base.



TYPES OF CONTENT

Here's our content matrix of different types content you can create for your business. It features both time to create and level of competition variables.

CONTENT TYPE	TIME TO CREATE	COMPETITION
BLOG POSTS	LONG	HIGH
PODCASTS	SHORT	MEDIUM
VIDEOS	LONG	LOW
GUIDES	SHORT	HIGH
CHECKLISTS	SHORT	HIGH
HOW-TOS	MEDIUM	MEDIUM
WHITEPAPERS	BORING	STILL BORING
EBOOK	LONG	LOW
QUIZZES	SHORT	LOW

Creating content can seem daunting at first, but one of the most time effective ways to create content is to splinter it from existing content.

For example, have a blog post that has performed really well, turn it into an audio file or even better a video.

"A popular blog post of ours that we turned into a video".

Top 5 Facebook advertising mistakes and how to fix them

Written by [Charlie Lawrance](#) - 28/06/16 - 1 Comment



Are you advertising your business on Facebook?

If you aren't seeing the results you expected then it could be down to one of these 5 simple mistakes.

In this article you'll learn the 5 Facebook advertising mistakes that are killing your chances of campaign success and how to fix them.

These are by far the most common Facebook advertising mistakes I hear from the hundreds of business owners I speak to every month.

Charlie Lawrance
Sponsored (demo) · €

Like Page

Do you make these 3 common Facebook advertising mistakes?
In this video you'll learn the 3 Facebook advertising mistakes that are killing your chances of campaign success and how to fix them.
We're also currently offering free over-the-phone Facebook advertising strategy sessions.... [See more](#)

MOST COMMON FACEBOOK AD MISTAKES

tracking. Right now I want to quickly

472 179 Comments 201 Shares 143k Views

Like Comment Share



THE MOST EFFECTIVE CONTENT ON FACEBOOK RIGHT NOW

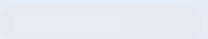
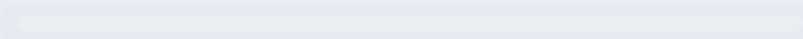
The most effective content on Facebook right now is **video**. It's no surprise that this is the most effective as it is the most engaging type of content.

From a consumers perspective it takes both their audio and visual communication channels to consume video content.

It can **attract and then holds someone's attention in the newsfeed** for longer than a blog post or a podcast for example.

That's why Facebook has now hit **over 100 million hours** of video content watched per day.

The added benefit is that as an advertiser you're able to build **video custom audiences** from views of your video ad campaigns, which you **use in the middle of the ALL Framework** as your Level 1 Remarketing audiences.





CONTENT OVERLOAD AND WHY VIDEO IS THE NEW BLOG POST

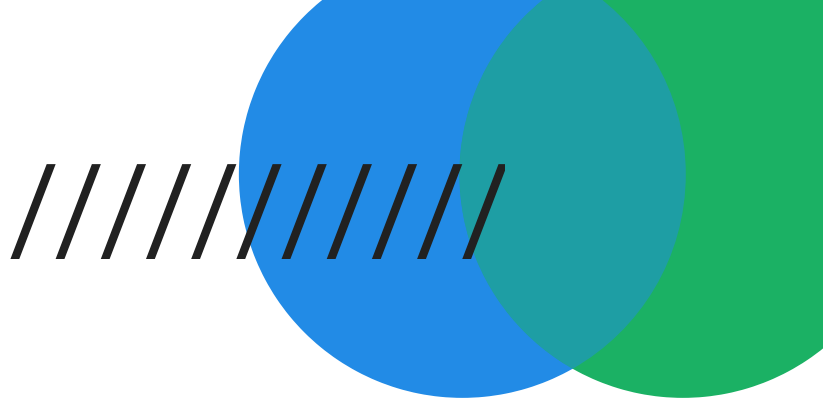
Everyone is creating content...

With **more than 2 million blog posts** published every day, only truly exceptional, top 1%, of written content will rise to the top and stand above the rest.

However, the same can't be said for video content. **You can still deliver value** to your target audience with video content, that isn't in the top 1% of production quality.

"The slower adoption of video content by businesses, due to the perceived high cost and time required to create it, means that it hasn't hit a saturation point with consumers...yet."

In the next few years though, more and more video content will be published and it will become harder to stand out and get noticed. **NOW is the perfect time to start creating video content for your business.**



EXAMPLES OF TOP-OF-FUNNEL VIDEO CONTENT

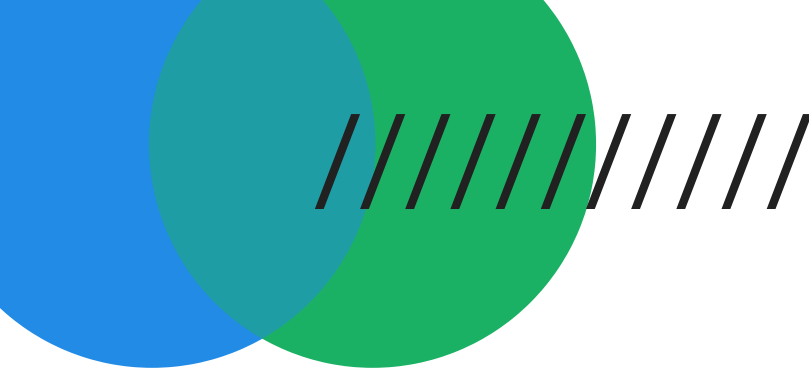
EDUCATIONAL CONTENT

is a great way to deliver direct value to your target audience by either directly teaching in the video itself or using video content to give a preview of written content such as a guide or checklist Lead Magnet.

TELL YOUR STORY

Consumers don't just buy products or services for their features, they buy from brands that align with their own ethos and core beliefs, that's why video content that tells your unique brand story can be extremely effective at building trust and awareness.



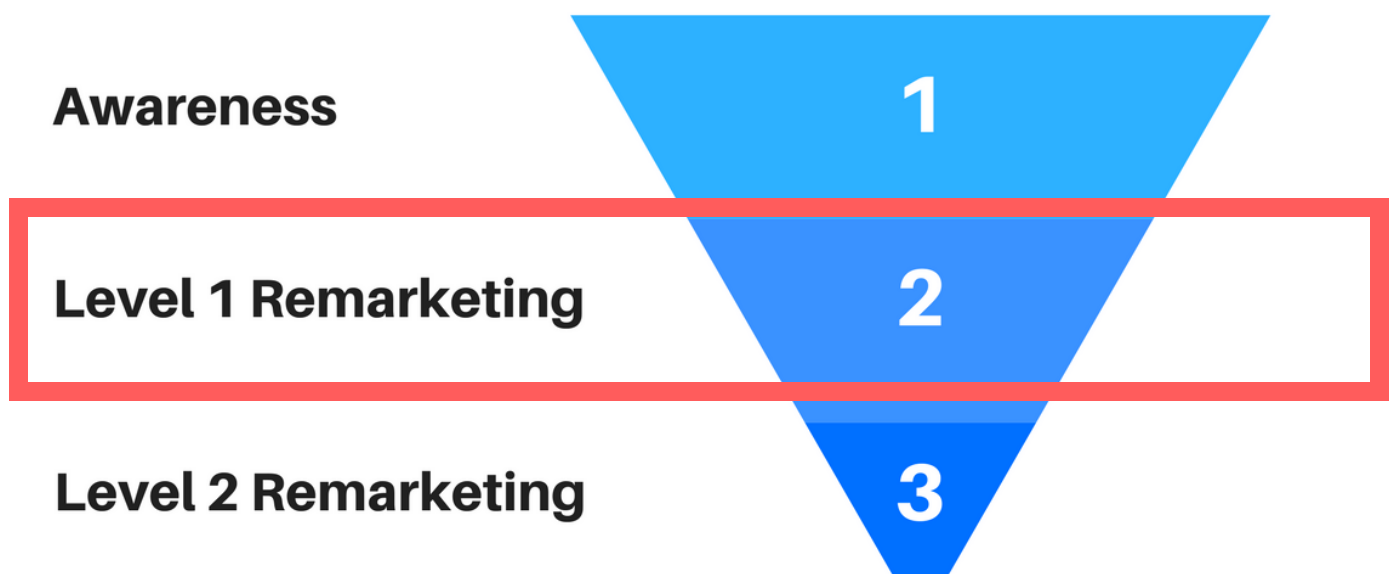


LEVEL 1 REMARKETING (MIDDLE-OF-FUNNEL)

In the middle of the ALL Framework is Level 1 Remarketing. Here the goal is to build consideration of your products or services in the minds of your target audience through specific remarketing campaigns.

At this stage you're targeting "**warm**" audiences of people who have had a previous engagement with your business on Facebook.

By introducing **direct response benefit driven ads** about your products or services to position certain offers, you can drive people from Facebook to your website to discover more and purchase.





LEVEL 1 REMARKETING AUDIENCES

At this stage all of the audience you use on Facebook are Custom Audiences. This is an ad targeting option that lets you find people who already know your business on Facebook and is a way to capture and group "warm" audiences.

The most appropriate to use at Level 1 are Engagement Custom Audiences found in your Audiences Dashboard in Ads Manager. Specifically, you want to use Video, Page and Instagram Business Profile engagement custom audiences.

TYPES OF CUSTOM AUDIENCE



VIDEO CUSTOM AUDIENCES: allow you to group people who have watched your T.O.F "Awareness" video ad campaigns into a new audience based what videos and how much of a video they have watched.



PAGE/INSTAGRAM CUSTOM AUDIENCES: allow you to group people based on the engagement they have had with your Facebook page or Instagram business profile.

LEVEL 1 REMARKETING OFFERS

Now you know the audiences to use in the Ad Sets in your Level 1 remarketing campaigns, the next step is to look at the different types of offers you can run to your "warm" audiences.

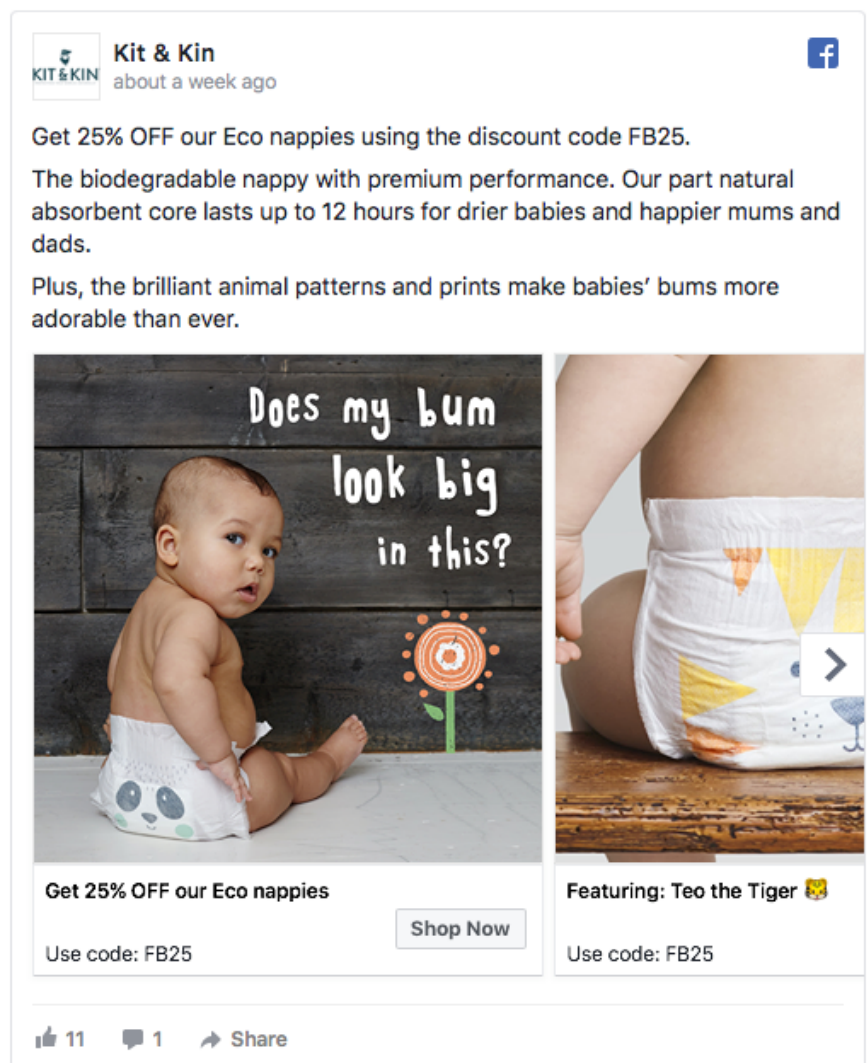
DISCOUNTS

Discounts are very simple, but very effective.

You've almost certainly seen an ad in your newsfeed that says something like:

"Get 10% off when you use discount code FB10"

The ad example opposite uses FB25 to offer a 25% off product discount.



Kit & Kin about a week ago

Get 25% OFF our Eco nappies using the discount code FB25.

The biodegradable nappy with premium performance. Our part natural absorbent core lasts up to 12 hours for drier babies and happier mums and dads.

Plus, the brilliant animal patterns and prints make babies' bums more adorable than ever.

Does my bum look big in this?

Featuring: Teo the Tiger 🐅

Get 25% OFF our Eco nappies
Use code: FB25

Shop Now

Use code: FB25

11 likes, 1 comment, Share



At the agency, we've created hundreds of ads for clients that utilise some sort of product or service discount as they consistently deliver exceptional Return on Ad Spend (ROAS).

With new customers, it reduces the barrier to entry for your target audience to purchase therefore, minimizing the level of risk associated with purchasing from a new company they haven't used before.

If your straight product or service ads aren't working for you then give discount codes a go.

WHO SHOULD USE DISCOUNTS?

They are suitable for almost every business:



ECOMMERCE



LOCAL BUSINESSES



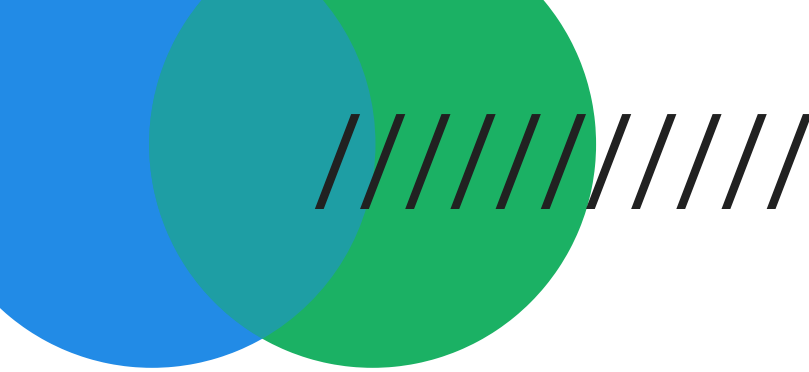
ONLINE BUSINESSES



EXPERIENCE PROVIDERS



MEMBERSHIP CLUBS



FREE CONSULTATIONS

Next we have the very effective offer of a free or complementary consultation. This is the best way to get your potential customers on the phone and talking to them.

However, when you run a free consultation offer you need to establish some strict criteria.

To make sure you don't waste time with unqualified prospects you can insist people or companies meet certain requirements before they are entitled to a free consultation.

No surprise to see an example of one of the strategy session ads we've used for the agency side of the business.

and 10 others like Charlie Lawrance.

Charlie Lawrance
Sponsored (demo) · 🌐 Like Page

Organic reach is dying
I'm sorry to burst your bubble but organic marketing on Facebook is dying...
Don't just take my word for it...
[Continue reading](#)

Facebook marketing in 2017

Number of advertisers ↑ +

Organic Reach ↓ -

FREE 1-on-1 Facebook Ads Strategy Session
Discover how the ALL framework can work for your business
CHARLIELAWRANCE.CO.UK/FACEBOOK-ADS-STRATEGY-SESSIO...

and 14 others 26 Comments 2 Shares



The key thing to note about free consultations is that the value to your target audience has to be clear upfront, in both your Facebook ads and your landing page. **You still want to lead with value first and then your pitch at the end** otherwise people will see straight through the offer and know it is a glorified sales call.

When you do free consultations right people should want to know more about how you can help them and be **actively interested in the services you provide**. That means you hit their pain point, made it timely and have provided the solution in the form of your services.

WHO SHOULD USE FREE CONSULTATIONS?

Free consultations work exceptionally well for service providers, the higher the average customer value the better (ACV).

With a high ACV you can front load your acquisition time by providing the sessions for free but when someone converts into a client it makes it worth it because they are spending thousands of pounds over their lifetime that they work with you.



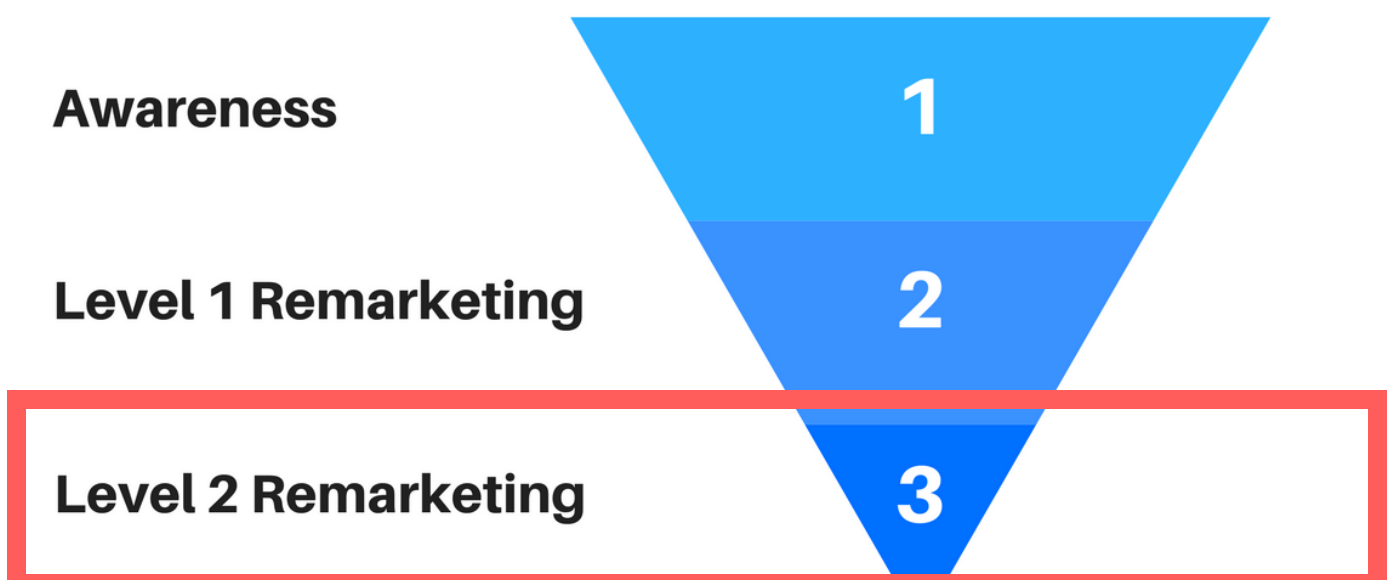
SERVICE PROVIDERS

LEVEL 2 REMARKETING (BOTTOM-OF-FUNNEL)

At the bottom of the ALL Framework is Level 2 Remarketing. The goal at the bottom of your sales funnel is to drive conversions by re-engaging people that have visited your website but not taken the particular action you want them to.

It's not just for large companies like Amazon to use, it works for every size of business, as long as you have the Facebook Pixel and conversion tracking installed on your website.

At this stage you are targeting **"hot"** audiences of people who have already browsed your products or services therefore you see much higher engagement rates when you introduce another ad campaign to them.





LEVEL 2 REMARKETING AUDIENCES

At this bottom stage you need to use Website Custom Audiences. This is an ad targeting option that lets you group people into a new audience, based on their activity on your website.

TYPES OF WEBSITE CUSTOM AUDIENCE



ANYONE WHO VISITS YOUR WEBSITE

Create at least one of these audiences. Your duration can be anywhere from 1 to 180 days. The shorter the duration the smaller the audience. However, it will also be more relevant.



PEOPLE WHO VISIT SPECIFIC WEB PAGES

Here is where you can create an audience of people that have visited the pages of your website that you are promoting in your Level 1 remarketing campaigns. Simply enter the URL(s) you want to include. Anyone who visited those URLs will be added to your audience.



PEOPLE THAT HAVE TAKEN A EVENT ACTION

Create an audience of people who have taken a conversion action but not one further down your funnel. For example, an "Add to Cart" action but they haven't purchased.

EXAMPLES OF LEVEL 2 REMARKETING CAMPAIGNS

TESTIMONIALS

If you're an eCommerce company for example, one of the most effective campaign types at this level is the cart abandonment remarketing campaign.

This targets people who have added your product to their basket but then abandoned the checkout process.


Target cart abandoners with testimonials or product reviews to build social proof and develop enough trust that they will convert into a customer and complete their purchase.

Suggested Post

Kit & Kin
Sponsored (demo) · 🌐

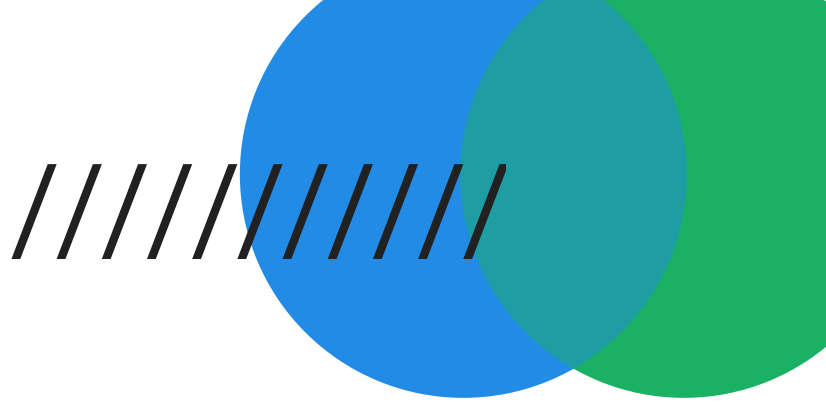
"These nappies are brilliant. I wanted to use more eco friendly nappies from the start but I wasn't happy with other brands, and really don't have time to wash the reusable ones. They are really absorbant and have passed the test of a poorly baby with no leaks. I just wish I'd found them earlier!" - Emily

Don't forget you can still get 20% OFF your first month's eco nappy subscription using the discount code FB20.... [See more](#)



Get 20% OFF your first month's subscription
Use discount code: FB20

KITANDKIN.COM/SUBSCRIBE [Shop Now](#)



If you don't have eCommerce actions to use to remarket people, you can still remarket people through page views via a "People who visit specific web pages" website custom audience.


REMINDERS

Another way to re-engage people who have visited your website is through reminder based campaigns.

The always on, always connected nature of social media means that attention spans are decreasing as people get distracted easily.

Reminder based campaigns are a great way to bring people back to finish a particular action, such as a purchase or lead action like a free consultation.

Suggested Post

 **SmartBarf**
Sponsored (demo) · €

Did life get in the way? You forgot to complete your order?
Try SmartBarf today and get FREE delivery when you order 3 or more packs.

Leafy Greens (14%)
Cabbage, Spinach

SmartBarf – Vegetable, seed and fruit mix
Just add meat, and the meal is complete

SMARTBARF.CO.UK [Shop Now](#)

Like Comment Share Buffer

EXAMPLE ALL FRAMEWORK FUNNEL - ECOMMERCE



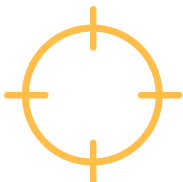
AWARENESS

Brand story video (under 2 minutes) explaining the "why" behind the business from the co-founders and what to expect. Targeting Saved Audiences using interest and demographic criteria.



LEVEL 1 REMARKETING

Discount offer on core product for first time buyers. Targeting a video custom audience of people who watch more than 25% of the brand video, optimising for "Add to Cart" actions, driving traffic to the product page.



LEVEL 2 REMARKETING

Product based testimonial ad with original discount offer, driving traffic back to the product page. Targeting a website custom audience built from people that visited the product page and took an "Add to Cart" action but didn't complete their order.



CLIENT CASE STUDY 1 - ECOMMERCE

OBJECTIVE: Increase product awareness and drive sales of core products.

STRATEGY: ALL Framework - Content remarketing.

Video content strategy to increase awareness of existing and new products with target audiences who were then shown Level 1 and Level 2 retargeting campaigns.

Track full ecommerce funnel, using the Facebook Pixel and Facebook ads API for offline data. Conversion actions tracked include: product views, add to cart, complete registration, checkout and dynamic final purchases both on and offline.

Introduced Level 1 retargeting campaigns to convert new video audiences into first time buyers (discount offer) as well as Level 2 retargeting campaigns (testimonials) to decrease cart abandonments and increase conversions.

RESULTS: FIRST QUARTER

996

PURCHASES

£15,300

AD SPEND

£100,648

REVENUE

CLIENT CASE STUDY 2 - FINANCE

OBJECTIVE: Increase awareness and drive leads of core service.

STRATEGY: ALL Framework - Content remarketing.

Implemented video content strategy at the awareness stage to increase brand awareness and recognition with new audiences. Audiences were then moved through the ALL Framework to drive leads.

Tracked full lead funnel, using the Facebook Pixel, from service views, through the application process and final lead event.

Introduced Level 1 retargeting campaigns (applications) to convert new video audiences into first time customers as well as Level 2 retargeting campaigns (testimonials & reminders) to decrease application abandonments.

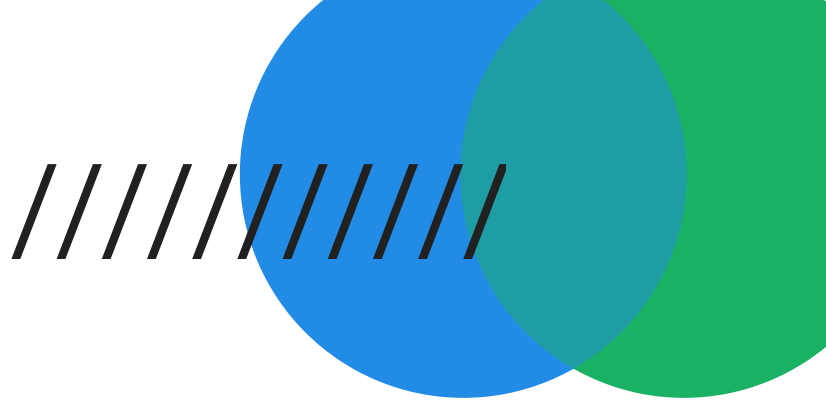
RESULTS: FIRST QUARTER

4,485
LEADS

£235,955
AD SPEND

£5.382M
REVENUE

GECKO SQUARED



WHAT TO DO NEXT...

At this point in the guide your head might be spinning.

Using the ALL Framework we've completely turned Facebook advertising on its head.

We've laid out the roadmap to take your target audiences from complete strangers to paying customers in the shortest amount of time possible.

"If you build it...you may still need Facebook advertising"

To learn how we can work together head to our agency site:

www.geckosquared.co.uk

Or message me on Facebook and we can take it from there. :)