



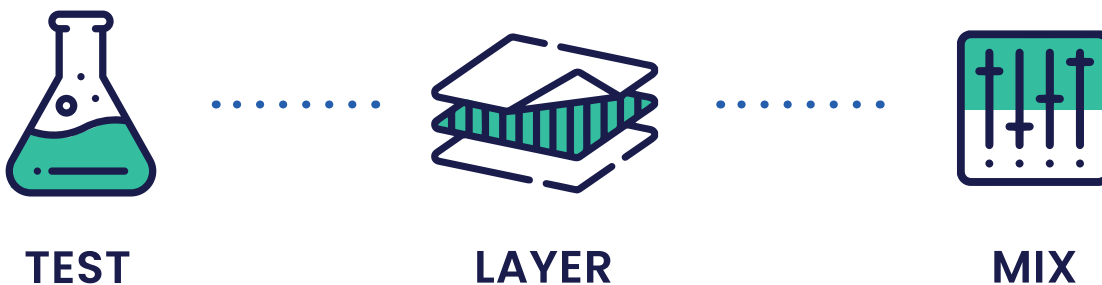
# Successful Advertising

*with* LEAD LISTS IN 2022


# How can a high-quality lead list jumpstart social ads?

While a high-quality lead list from Cole is valuable in and of itself, you can also use it to supercharge your Facebook and Instagram ads.


We're going to use a three-pronged approach:



**Note:** We're going to focus on strategy. The tech setup is the easy part (you can google it!), and the part you want to master is the strategy because strategy determines success!



# What do you need to get started?

- A business page on Facebook and Instagram
  - Your domain verified
  - Your identity verified
  - Disclosure that you are in a sensitive industry
  - A lead list to work from
- 



# TEST

Test your lead list against  
a look-a-like audience



## Step 1: Create two custom audiences on Facebook

### Custom audience #1: based on your lead list

- Upload list and create custom audience based on that list
- Advertise directly to the custom audience

### Custom audience #2: look-a-like audience

- Create a look-a-like audience based on custom audience #1
- Advertise to this new look-a-like audience

#### Keep in mind:

- As a local business, make sure you set targeting within the geographic region you serve
- When choosing a percentage threshold: Go for quality over quantity.
- A small but mighty audience of qualified people is better than a large amount of people who ignore you. Start small and test your way up to larger sizes
- **TIP:** You can build out new custom audiences from your success!

## Step 2: Set up two campaigns and run your test!

**Remember:** The only thing different between the two campaigns is the audience. Keep everything else (copy, headlines, images, videos) the same!

### You're trying to figure out which audience is best

- If your lead list custom audience performs better - great!
- If the look-a-like custom audience you created performs better - thank your lead list ;)



# LAYER

Experiment with layering



## Using one of your two core custom audiences, you can play with additional targeting by layering.



“Layering” means making your audience smaller by adding additional factors for targeting.

You can do this two different ways: including and excluding people from your audience based on interests and demographics.

### Here are a couple of examples of how to include:

#### Advertising to a particular generation = Targeting by age

Think about Baby boomers, Gen-Xers, and Millennials. All of these groups would want different information about listing and you can tailor your ads appropriately.

#### Advertising to a certain household income = Targeting by interest

Think about international travelers with a college degree or higher who read Veranda magazine and follow Aspen, Jackson Hole, and Vail ski areas. You probably have an idea of the information this kind of person would want.

**Note:** in this example, you’d want Meta to look for people who are interested in one or more of these things.





## To target further, you can also exclude. For example:

### Advertising to a particular generational segment = age minus certain interests

Think about Boomers who don't have interest in child-friendly activities. They're probably not thinking about grandkids and would want different information about listing than the Boomers who are living the grandparent life!



## Overall: You want to experiment and find out what works for you and your business.

### Keep in mind:

- Monitor audience size - you want at least 1000 people, but the more the better
- Smaller audience = more expensive ads
- Don't put everything you can think of in there. Take a handful of interests or other targeting options and group them in a way that will hone in on one marketing segment... then test.







# Brainstorm

- ❑ The best way to test interests and layered targeting successfully is to brainstorm additional demographics and interests BEFORE you get into the back-end of Meta.
- ❑ You can use an online tool like InterestExploer.io, but you can also simply jot down your ideas and search in the back end of the business manager to verify what's available.
- ❑ The point is, you should have all of your audience research done BEFORE you start setting up layered segments.

## Keep in mind:

- Your tests may fail catastrophically or they may perform better than your wildest expectations, the point is you are buying data and information with smaller, lower-costs tests that add up to cheaper and more successful ads in the long run.
- Remember that a lot is completely out of your control. Ads run like an auction and it depends on who else is targeting your segments, how big your audience size is, etc.
- However, wildcard audiences can sometimes result in a goldmine ad.



# MIX

Mind your mix



**As algorithms and policies change, this will ensure that you future-proof both your marketing and your business:**



**You must have a strong and robust marketing mix**

Gone are the days where you can rely on just one paid channel to support your business. So use your ads to support your other marketing efforts and vice-versa.

### **Step 1: Evaluate your entire marketing pipeline/marketing funnel/customer journey**

Make sure you are using multiple strategies and platforms to reach your target audience.

1. List them all
2. Group them according to funnel placement
3. Brainstorm ways to have different strategies support one another. Ideas include:
  - Better messaging
  - Tighter campaign management
  - Fluidly moving folks through your funnel





## Step 2: Focus on how your ads can support other campaigns and platforms



This will ultimately make your ads more effective and much cheaper. Some of the tried-and-true, go-to platforms you can use to support social ads are:

- Google ads
- Organic social media
- Content marketing (which also supports Google Ads)

### Think of it:

The more people see your name and offer, whether in a social ad, google ad, organic search, or inbound marketing campaign, the more you become a trusted authority.

### Don't just rely on social ads.

Create a marketing mix that uses all platforms (including ads) to support and complement all your other marketing efforts!





# 3 Keys To Success

## 1. Keep it simple

There are a lot of setup options in the back-end of Meta. When you are first starting out, keep things simple!

- Allow time for results and insights to come in
- Don't try and "test" all the things and try all the strategies
- Start with an audience test and go from there

## 2. Play a long game

Successful advertising takes both time and money. The longer you spend testing and the more money you spend, the more successful your ads will be and the deeper insight you will get to create new ad campaigns.

***The most successful advertising experts take the time to run small tests.***

When you run many small tests, testing one or two things at a time, you actually gain big insights because you can better determine what change caused the success (or failure).

## 3. Content is everything

There are three factors that bring value to your messaging:

- Right Audience
- Right Time
- Right Content



## Content is king!

While Cole Information can help you with the right audience, and the re-targeting strategies we've touched on can assist with the right timing, without the right message, without good content, your ads will fail.

**You are better off with great ads and bad set up, than with perfect set up and terrible ads.**

Spend most of your time and efforts creating amazing ads, then think about your targeting strategy to reach the right folks at the right time with your message.



Cole's lead lists are a powerful tool that can help supercharge your advertising.

**Grab a list, build your campaign,  
and watch your business grow.**

