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Here's your quick guide...

***How to Convert a Cold Audience into
Warm Leads and Hot Buyers
In 5 Easy Steps Using Facebook's Best Feature***

Presented by
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Introduction

A well-known marketer once said, “Give me a starving crowd!” when asked what was the ONE advantage he’d like for his marketing campaign. In this case, he was talking about selling hamburgers. He didn’t care about...

- ✓ Cost of production
- ✓ Location
- ✓ Better parking
- ✓ Superior meat
- ✓ Fancy branding
- ✓ Lowest prices

He didn’t care for any of these advantages, because he knew that when it came to selling hamburgers the ONE advantage that trumped all of those was a starving crowd. He could sell hamburgers all day and everyday as long as he had a starving crowd.

And that’s all you really need, right? Your competitor could have every other advantage—be it the ability to scale, cost of goods, deep pockets, clever copywriters, slick marketing and advertising, etc. But if you ONLY had a starving crowd as your one advantage over your competition, you’d be miles ahead of them.

But how do you find this starving (or at least hungry) crowd?

Think. Where? Where? Where?

Wouldn’t it be great if you could wave a magic wand and your starving crowd suddenly appears before you? Unfortunately, I don’t have a magic wand to give you (mine’s in the repair shop), but I will give you the next best thing!

And it’s deceptively simple. However, if you ignore this, you will remain where you are—while your competitors will be miles ahead, marching quickly toward new frontiers of opportunity.

In this quick and easy-to-read manual, you will see the quick 5-step formula for getting your ideal customers to raise their hands and say, “I’m interested! Please let me buy your product now!”

The secret

The secret to all of this is to allow your audience to feel confident in their purchases. Sometimes they may doubt you or your product and its benefits. But many times, they doubt themselves. Questions come up such as:

- ✓ Is this right product for me?
- ✓ What if I don't like this?
- ✓ What will people think of me if I have this?
- ✓ Can I really afford this right now?
- ✓ Maybe I should ask (important person) before buying this
- ✓ I'm okay with what I have
- ✓ Does anyone else use this?
- ✓ Who is this company?

These are the questions your prospect will have before making a purchase from you. This puts an enormous pressure on your marketing and advertising in persuading people to buy from you. Ultimately, this is very costly—taking money out of your profits.

Why not lighten the load of your advertising? Right? Wouldn't that be good?

What if you could ease those fears? Wouldn't that be great?

In this manual, we are going to do exactly that! Read on.

In this booklet, you will have a simple plan to follow for getting warm leads and hot buyers from a cold audience. At first glance, you may say to yourself, "Yeah, yeah. We've done that already." However, you'll be surprised by some of the detail you may have overlooked that is described in this booklet.

The systems

The steps in this manual will outline how easy it is to convert a stone cold audience into warm leads and hot buyers. You will have tremendous success once you treat your social media marketing on Facebook as a system rather than just another box to check off—or even considering it as just another piece of the puzzle to fit together. It must be looked at as a system from beginning to end.

The problem with most social media marketing campaigns is that there are not much more than "come visit our site" with no real objective in mind other

than asking people to visit the website and nothing more. Visits are nice, but **they don't** really generate big profits.

This viewpoint can have disastrous effects and unwanted problems. How do you track your leads? How do you measure the effectiveness of your blog posts? How do you follow up with your prospects?

The good news is that with the advent of social media platforms like Facebook, you can create a winning marketing campaign by applying the techniques outlined in this booklet. This system has been used by million-dollar marketing agencies with great success.

Google

With Google slaps, penguins and pandas, the reality has is that organic reach for small and medium sized businesses is declining. Sites like Forbes, Inc.com and Fortune.com seem to cover every topic imaginable. American Express even has a blog. **Why? I don't know. But I do know that these billion dollar companies are hogging up all the space on Google—leaving no room for the rest.**

Google was once the great generator for business leads for small and medium sized businesses. **Now it's shifting to Facebook, so pay attention to what is outlined in this manual.** It will save you lots of lost time, money and effort.

Now that Facebook has been discovered by every Tom, Dick and Harry who want to sell anything and everything from balls of string to 65' yachts, it's getting pretty crowded out there.

And the people on Facebook (your target audience) just want to hang out with their friends.

They don't have time for your ads or your products. They just want to Like, share and upload to all their friends (real and virtual).

So how do you get through to them?

How do you get them to your website and buy from you?

First, let me ask you something...



Have you ever tried to get a cat into a travel crate so you can take him to the vet for a little snip-snip?

Not easy, is it?

What's the best way to do it?

It's easy to get a cat into a crate—if you have the right bait!

However, without the right bait, you will be spending the rest of your day swabbing your wounds with iodine. Ouch!

We can all agree that the hardest part about marketing and selling your products and services is finding out who your audience is.

Let's get started:

We're going to look at how you can apply this strategy using Facebook. First, let's review quickly by what we mean by a cold audience, warm leads and hot buyers.

Cold audience. These people have never heard of you, and might not even know what your product is about (either from you or your competitors).

Warm leads. In our example, warm leads know about you and have taken some kind of action on your website—maybe even added some items to their shopping cart. But ultimately, they didn't buy.

Hot buyers. People who bought from you.

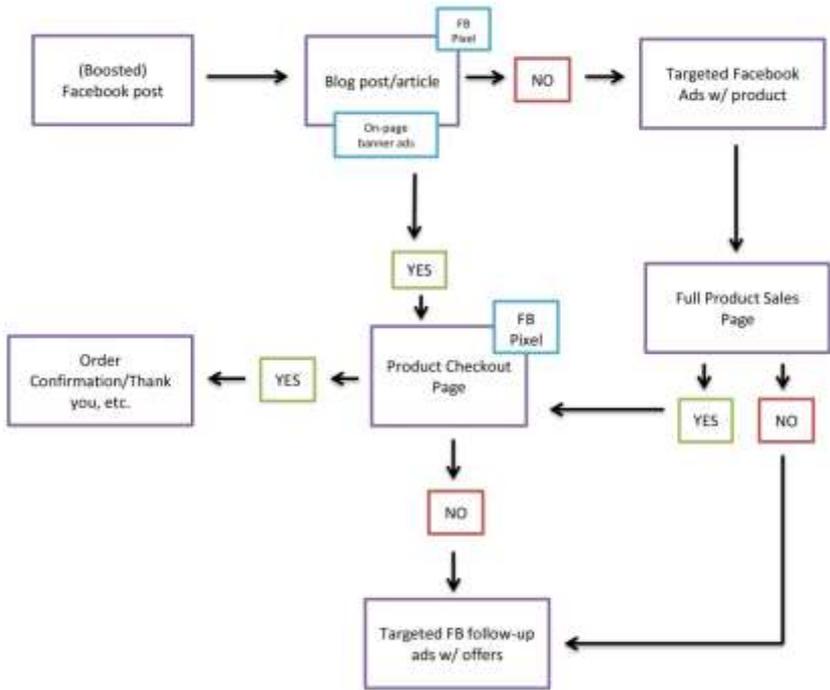


Fig 1 Social Media sales funnel

Here's a quick explanation of the sales funnel you see above. First, your audience will see your Facebook post that points to a blog post on your website.

- Once on your website, you will be able to track your visitors with the Facebook pixel.
- Once you have them pixelated and you have created a Custom Audience in Facebook, you can then target them with product ads with real offers.

These points will be explained in more detail throughout this booklet.

However, it is very important to follow the steps outlined. You don't want to offer your product or service straight to a cold audience. That would be like trying to put that angry cat into that crate without the proper bait.

You wouldn't want to get all scratched up because you failed to follow the proper protocol, would you?

Use Facebook's best feature to your advantage! Don't go blindly advertising and wasting a bunch of money without using a system like the one we will be exploring in this booklet.

Below are the steps you need to take to convert a cold audience into warm leads and hot buyers using Facebook's best marketing feature.

Step #1: Write Your Blog Post

In the social media sales funnel presented earlier (Fig. 1), you will see this step as the second step in the sales funnel; however, it will be the first step for you to execute because you will need to create a blog post (or article) before you create your Facebook post that links to it. Got it? Good.

You will create a blog post about a topic that supports a product or service you want to sell.

For example, let's pretend you are a nutritional supplements company, and you are selling a green powder drink mix. This green powder has all the vitamins and nutrients one would find in a large green salad.

Your target audience are people who are health conscious but are too busy to make a large salad for themselves every day. They want the vitamins and nutrients of a big green salad but don't want the hassles of making a salad with all the required veggies. Your green powder mix solves that problem.

On the next page (Fig. 2) is a blog post about alternatives to getting nutrients into the body without making a big salad.

Your blog post should solve your audience's most pressing problem and provide much-researched material. For our example, this blog post is titled: "*5 Ways to Get More Greens Without Eating a Salad.*"

The target audience for this blog post are people who know they need to get more greens in their diet but don't want to spend all day making salads.



Fig 2 Blog post

In regards to creating blog posts, this is where most businesses stop. They think that people will just happen upon their website by way of SEO. That could work, but there is a more direct approach that is guaranteed to get the eyeballs that you want.

We will discuss that in a moment, but I want to emphasize that your blog post (or article) needs to be something in depth and worth reading.

While this booklet is much too short to get into all the details, your blog post must have a sales component and must follow good direct response copywriting rules without making the blog post seem salesy.

There is a subtlety and art to this. If you don't follow good copywriting rules, your blog post will fail to make a strong impression with your audience.

Step #2: Boost Your Facebook Post

To reach your cold audience—that is people who have never heard of you—you will need to pay for some kind of access. Facebook has the *Boosted Post* feature, which is ultra-convenient for you to profit from this strategy.

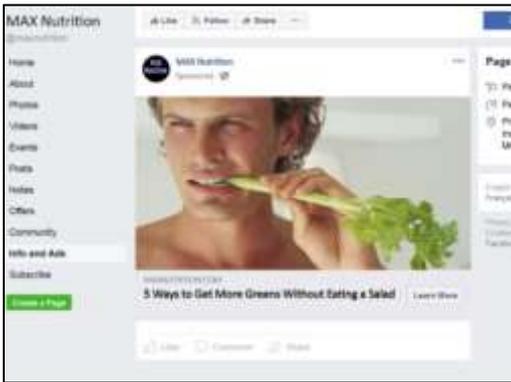
In this step, you will create a post on Facebook and select *Boost* on the post to have Facebook boost your post so your cold audience can see your post.

The easiest way is to just hit the *Boost* button and then fill out some of the demographics. That's the easy way. It makes for a good start.

However, the better way is to go through the Ads Manager and set up your advertising parameters there. Then you can select an existing post. This will be treated more like an advertisement in Facebook's *Ads Manager*, but it will look like any other boosted post to your audience. The advantage is you will have much more control in how your ad is presented. Again, this is too high level to discuss here. Google it.

Now, link your boosted post to your blog post on your website. The mistake many businesses make is just sending people to their company's website (i.e. homepage) without any sales objective.

Your cold audience is going to be much more receptive to a blog post that provides specific problem-solving information versus a **homepage that doesn't** address any specific issue—or a product page that is all about selling without providing free value. This is very important to remember.



Your Facebook post will be a snapshot of what your cold audience will see on your blog post (see Fig 3). Your audience will clearly see that this is a blog post with NO selling involved. This is where you want them. If you start selling to your cold audience, they will just turn away and ignore you. You don't want to be ignored. (It

can be costly.)

Think of your post as a friendly “Hello.”

You may be asking, *“Why should we pay to have people come and read our blog post? Isn't that what SEO is all about?”*

Good question! However, when you use Facebook to reach your cold audience, you have a better chance of reaching them in the shortest amount of time versus waiting SEO to kick in. And time is money, right?

The answer to that is that you are trying to warm up your cold audience. A blog post is a great way to warm up your audience. The problem is that so many businesses use blog posts to generate traffic from the Internet by way of SEO. This is one way to attract people to your website, but you should intend for people to actually read your blog post and warm them up to what you have to offer—not just attract inbound traffic.

Once you understand this, you'll get all the traffic you will need.

Stay congruent

You can see how the image and the copy match the blog post (Fig 2 & 3). This is very easy to do by inserting your blog post's URL into Facebook. This is the easy way and works for most instances. However, you may want to use a little more strategy than this.

You need to catch **your cold audience's** attention, so you need to have some sales copy in your boosted post that would not be present in your blog post.



Fig 4 Facebook post with conversion copy

You need to get them excited about what they are about to read. This kind of copy would not be in your blog post, so naturally, it would not appear on the Facebook post after you insert the URL.

In this example (Fig 4), we added some enticing copy to catch people's eyes. We added some bullet points to give people a sneak peek as to what's on the blog post. This is much more effective than just a headline and an image.

If you just insert your post into Facebook, you will only get your image and headline to show up (as seen in Fig 3). You'll want to write some sales copy to get your audience engaged.

The copy on this boosted post provides some reasons why people would want to read this post. It's short enough that it's not overwhelming but long enough to provide some context if the headline isn't immediately clear to people.

You may want to try different versions of your boosted post. Try some with longer copy and some with shorter copy and bullet points.

The important thing is to make sure that everything else matches up such as the image and the headline—they will if you insert your URL into Facebook.

Pixel your cold audience

Once your cold prospect has clicked on your Facebook post—that takes them to your blog post—you can track them using the Facebook pixel.

The Facebook pixel is a tracking code that gets inserted to your user's browser upon arriving.

Once you've tracked your audience with the Facebook pixel, you can now start targeting them with your ads for specific products.

Because you used the Facebook pixel, you now know who is interested in solving the very problem that your product solves. In this example, it's getting more greens in their diet without having to make a big salad.

One of the solutions you mentioned in your blog post was drinking a green powder mix. This was one of the five solutions written in the blog post. Guess what? You can now start sending ads to this audience selling your green powder drink mix. They will certainly pay attention because they have the problem your product solves. Right?

Step #3 Product Advertising

Unless you have warmed up your audience to your website and what you have to offer, you shouldn't advertise your product or service to a cold audience. They won't respond in the way that you hope.

If you're advertising efforts online have been less than stellar, this is most likely the case.

Facebook Ads

Now that you have turned a cold audience into warm leads, you can start feeding them product advertising on Facebook.

Product Ads

Now, you'll want to turn those warm leads into hot buyers.

Your warm audience will recognize you, your products, and your services, so creating offers for them is much more effective than with your initial cold audience.

Audience

Now, you know what is interesting to your audience. In this case, your audience is interested in getting "more greens" into their bodies. They are health conscious and are looking for shortcuts to having vitamins and nutrients without having to make a big salad.

This Facebook feature is very powerful because there are no demographics that will tell you who is interested in getting more greens into their bodies. You



Fig 5 Benefit- focused Facebook product ad (expanding your Custom Audience.)

This Facebook feature is very powerful and should be used by everyone.

Now, we can start showing your product in your Facebook ads.

One thing to remember when creating your ads is that you want to show the benefits—or the results of using your product. In our ad (Fig 5), the result is a fit body. This is the benefit-focused ad. The benefit is the lean, fit body.

Contrast that with this other ad (Fig 6) which is actually a re-creation of a competitor’s ad. This ad is feature-focused. It’s highlighting the features of the product. In this case, it’s the vegetables in which the vitamin and nutrients are derived from.

This kind of advertising is a mistake. People want results. They’re not really interested in what the product really is.

Whatever is in the box, jar or package doesn’t really matter. Therefore, don’t waste your time on that. It’s not as important as the results of what your product or service does for your customer.

could search all day on Facebook and compile many different demographics, but you still won’t know who is interested in “getting in more greens.”

Custom Audience

In Facebook, creating this audience is called a Custom Audience. Once you have a Custom Audience, you can create a Lookalike Audience. (This booklet is far too short to explain all the intricacies of a Lookalike Audience, but basically, your Custom Audience are all the people that you have pixelated on your blog post. Your Lookalike Audience is a way of



Fig 6 Feature-focused Facebook product ad

Your product advertisement needs to focus on what it does for your customer. Yes, they might be interested in the actual ingredients, but it ultimately comes down to a personal benefit—the results the product can achieve. In this case, you can save the ingredients for the actual sales page—once you got them excited about the results they will achieve.

In this example, people want to avoid making a big salad to get their greens, so focusing on the greens that are in the product shouldn't be a priority. Yes, you should mention the ingredients, but you want to emphasize what the ultimate benefit is. And that ultimate benefit (as seen in the photo with the man running) is to have a better body—which translates to better health.

That's the result (Fig 5) your audience wants. That's why they care about getting more greens in their diet—without eating a big salad.

Because you're using the Facebook pixel, this ad will only target those people who visited your blog post, so they already have an interest in solving that issue. You know that because they read the blog post titled, *"5 Ways to Get More Greens Without Eating a Salad."*

Step #4 Product sales page

One of the biggest mistakes is having a product page with very little or no sales copy. Just because people arrived on your product page doesn't mean they are totally committed to buying your product.

It's like going over to the edge of a cliff to see how far you have to jump before actually jumping. They want to see what you ultimately say about your product before they commit to buying. Therefore, you must absolute clarity on your sales page.

This page is super important. This is where you need to do heavy sales messaging. You need to get them to click that *BUY* button. You've spent enough time, money, and effort getting your prospects through your sales funnel. Why stop there?

Pixel them again

Once your audience arrives on your sales page from your product ads on Facebook, you will pixel this audience as well. Now, you will know who is interested in your product. If you look in the sales funnel diagram (Fig 1) at the

beginning of this booklet, you will see that your prospect has two options. They can either move forward and buy your product, or they can leave and not buy.

In either one of those situations, you will have tracked them using the Facebook pixel. If they buy, then that's great! You have completed your sales objective using this simple sales funnel.

If they don't buy, you will run ads on Facebook to that audience who visited your product page but didn't buy. These ads won't be the same ads that you ran before. These ads will be a little more enticing. You have to think of why your prospect didn't buy.

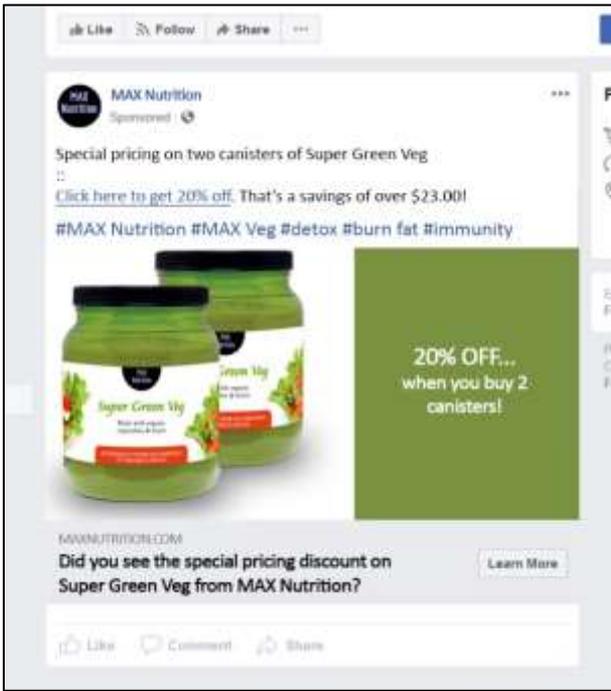
Many times, it comes down to price. A nice discount can usually resolve this. In the next step is where you can start using your discount pricing (Fig 8).

The blunder that many businesses make is discounting their product right off the bat to a cold audience. This is a mistake because people don't know you. You could give away your stuff for FREE, but many people won't bite because they don't know what you're about. You have to warm them up first before offering price discounts.

Step #5 Follow up, follow up, follow up

The biggest mistake that many advertisers make is not following up. You have to remember that people aren't ready to buy the first time around.

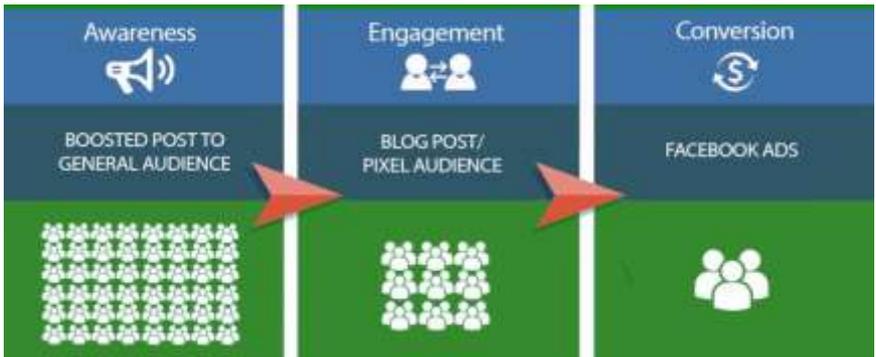
It often takes seven touches to convert a prospect into a sale. This is why brand advertising is so repetitive. But if you follow a system like the one outlined here, you won't have to follow up as much to make that sale.



At this stage, you will want to offer a discount on your product. In this ad (Fig 8), you can focus solely on price because your audience has already been to your product page but didn't buy. They know what your product is all about and what it can do for them (i.e. make them fit), but they just need a little push to give your product a try.

Fig 7 Discount pricing Facebook ad

“The hardest thing for any advertiser is finding the right audience. This simple 5-step strategy does just that.”



As you can see in the image above, we are taking a cold audience and narrowing it down to a smaller—but more focused—audience. This will give you the best return on your investment.

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5 Ways to Get More Greens Without Eating a Salad

By Amy Horowitz



There is one thing you can't eat to improve your diet: it's eating too many vegetables. Your diet should be packed with vegetables, fruits, and fish. Vegetables are the best way to lose weight, improve your health, and even help you live longer. Vegetables are the best way to lose weight, improve your health, and even help you live longer.

The good news is that you can enjoy a wide variety of vegetables in all your daily meals. Here is some information to help you get started. Vegetables are the best way to lose weight, improve your health, and even help you live longer.

When there are plenty of green vegetables in your diet, you'll be able to eat them in a variety of ways. Here are some ideas to help you get started.

- Spinach
- Kale
- Broccoli
- Asparagus
- Green beans
- Zucchini

Remember to eat a variety of green vegetables in your diet. Vegetables are the best way to lose weight, improve your health, and even help you live longer.



1. Sautéed Greens

There are many ways to cook your greens. Here are some ideas to help you get started.

- Sauté your green vegetables in a pan with olive oil.
- Try to use a large pan to cook your greens. This is a good idea because it allows you to cook a large amount of greens at once.
- Add some olive oil to your greens. This will help to keep them from getting too dry.
- Add some salt to your greens. This will help to bring out their natural flavors.
- Add some pepper to your greens. This will help to add some extra flavor.
- Add some garlic to your greens. This will help to add some extra flavor.

2. Protein Smoothies and Green Juice

It's important to get a good amount of protein in your diet. Here are some ideas to help you get started.

- Add some protein powder to your smoothies.
- Add some green juice to your smoothies.
- Add some spinach to your smoothies.
- Add some kale to your smoothies.
- Add some broccoli to your smoothies.
- Add some asparagus to your smoothies.
- Add some green beans to your smoothies.
- Add some zucchini to your smoothies.



3. Green Vegetables with Eggs

There are many ways to cook your greens. Here are some ideas to help you get started.

- Sauté your green vegetables in a pan with olive oil.
- Try to use a large pan to cook your greens. This is a good idea because it allows you to cook a large amount of greens at once.
- Add some olive oil to your greens. This will help to keep them from getting too dry.
- Add some salt to your greens. This will help to bring out their natural flavors.
- Add some pepper to your greens. This will help to add some extra flavor.
- Add some garlic to your greens. This will help to add some extra flavor.

4. Green Powders

There are many ways to cook your greens. Here are some ideas to help you get started.

- Add some green powder to your smoothies.
- Add some green powder to your green juice.
- Add some green powder to your eggs.
- Add some green powder to your vegetables.
- Add some green powder to your fruits.
- Add some green powder to your fish.

5. Vegetable Soups

There are many ways to cook your greens. Here are some ideas to help you get started.

- Add some green powder to your soups.
- Add some green powder to your vegetables.
- Add some green powder to your fruits.
- Add some green powder to your fish.

BONUS: As a bonus to your blog post, you can add a few banner ads into your blog post that sell the product or service that your blog post resolves. In this case, you will have banner ads for your Super Green Veg product. These banner ads are unobtrusive, and almost seem like they are from a different company.

People are more likely to click on these banner ads if they think they are not being directly targeted by the business that is hosting the blog post. Sneaky, huh?

On the left (Fig 10) is an example of a blog post with banner ads inserted into the blog post.

Conclusion:

In our example presented in this booklet, we explored selling a nutritional product. However, this system works for nearly every business and industry. If you write blog posts or articles to educate your audience, then you can easily apply this simple selling system for converting a cold audience into warm leads and hot buyers using the Facebook pixel.

Getting people to buy is serious business. Too many businesses think they can slap up some ads on Facebook and the world will beat a path to their door.

It doesn't work that way. People buy products and services from businesses they know, like and trust. You have to first gain trust by educating them on solutions where they can help themselves.

This is where a few friendly blog posts come in. However, too many businesses have a blog on their website without any real action plan. The blog just sits there hoping people will randomly come by. This **doesn't work**.

You are better off with a sales funnel and an action plan. And that plan is to pay for traffic on Facebook and send them straight to one particular blog post—**NOT your website's home page**.

Remember, you are trying to **warm up a cold audience. They don't know you.** They will get to know you from your blog post. However, you then need to target those people specifically with your product and offers. This is where most businesses get this all wrong.