

CONVERSION CAST

How LeadPages Boosted Paid Media Revenue By 250% and Dropped CPL By 27% (With Andrew Scherr)

Our Guest:

Andrew Sherr is the Paid Media Manager at LeadPages where he oversees the advertising budget and works closely with the Design, Content, and Marketing Team on a daily basis. He determines ad spend and analyzes LeadPages efforts through ROI, Cost per Lead, CPM, and other metrics.

The Back Story:

LeadPages was growing fast and continuing to grow at a quick rate, which prompted Andrew to focus on expanding their audience with ideal prospects. They were used to targeting a specific audience of around 100 entrepreneurs and then tried targeting people with an interest in marketing, which was 285 million, as defined by Facebook. They ran ads to this significantly larger audience and had success, but Andrew knew there was a better way to target a large audience while getting the results they desired.

The Tactic:

In order to find the audience that would yield the best results and achieve effective marketing efforts, the LeadPages team tapped into a native feature in Facebook Ads called “lookalike audience”, which is able to determine people to market to based off of the audience information that is put into the ad criteria. This feature is able to sift through people’s profiles, browsing history, and for this case study, are currently LeadPages customers. Based on the collected information, Facebook creates a profile of a seemingly

ideal user. After these lookalike customers were established, LeadPages also added an interest in marketing to their targeted ad criteria for their ad campaigns.

The Result:

After implementing the native lookalike feature in Facebook advertising and running ads based off the formulated audience, Lead Pages saw a 250% increase in paid media revenue and a 27% decrease in CPL (cost per lead) in 6 months.

But How Do You Do It?

You don't have to be paid ads expert like Andrew to get the results you want with Facebook advertising. If you're new to this advertising channel or trying to perfect your strategy, the information below will help you use the native lookalike feature in Facebook easily and effectively.

A few ways to build "lookalike" audiences starts with tactics that use Facebook's ability to recognize customers. One way Facebook can do this is by uploading your list of customer email addresses, which could match customers' Facebook profiles and create ads that target these profiles. You can also use conversion and audience tracking pixels provided by Facebook Ads to put on your Thank You, shopping cart, or opt-in pages of your website to see who opted into your specific pages and build a lookalike audience off the users that were tracked by the pixel. Using Facebook's tracking pixels makes it extremely easy to find ideal customers for your service/product because the pixel provides you with the demographics of the people opting in and purchasing your product and shows you who your actual customer is, rather than who you were guessing they were. After you understand who your audience truly is from tracking their clicks/opt-ins, you can seamlessly use the lookalike feature within Facebook Ads to input the tracking information for specific targeting.

If you're in the early stages of your business and have a smaller audience, there are some options for you to still take advantage of using Facebook advertising to build your audience (and increase revenue). First, in order to build a lookalike audience in Facebook Ads, you must have a minimum of 100 users in your audience. If you have less than 100 users, you can setup a custom audience within Facebook Ads of leads (people that opted into your list and have interest in your product) you may have saved. If you don't have any leads yet, you can build an audience off of your website traffic. For this option, Andrew recommends combining the people that make up your traffic with people that have an interest in the industry your business belongs to in order to have a more targeted audience. An alternative option, especially if you have low traffic volume on your site, is to run Facebook Ads for people that are interested in your competitors (choose about 4) and then build a lookalike audience off of the leads you gained from your ad results.

Want To Know More?

Andrew works very closely with Bob the Teacher from LeadPages to create outstanding educational tools for people and businesses wanting to get better results using Facebook Ads. He puts in time coaching people on Facebook ad strategies and is confident there is not a person that can't use this paid media platform without finding value. Andrew helps people, even those just starting out, implement Facebook advertising strategies to increase leads, profits, and grow audiences in their business. If you want a more in-depth look at how to apply the strategy mentioned above and hone your skills with Facebook Ads, try the free course co-created by Andrew by visiting leadpages.net/facebookadvertising.