



Level 2: (More) Facebook Advertising

## Course Outline

- Introduction
- Mastering Facebook
- (More) Advertising on Facebook
- Mastering Twitter
- Mastering Content
- **Master Class**

## Today's Agenda

- Course Feedback
- Out of the Forest
- Masterclass Exercise
  - Design a campaign
  - Presentations

## Complete the Course Survey:

<http://bit.ly/DigitalActivismSurveyL2>

## Join the Closed Facebook Group:

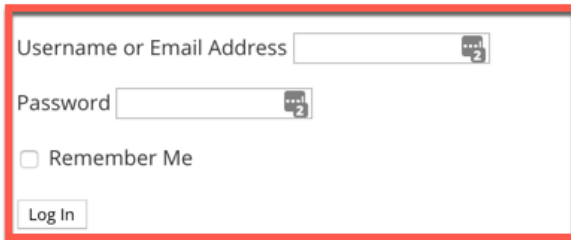
<https://www.facebook.com/groups/digital.activism/>

## Online Resources

The slide deck for this session is available online at [www.libertydigital.net/digital-activism/](http://www.libertydigital.net/digital-activism/)

1. Click the “Level One” button in the “Access Your Classroom Materials” section.
2. Click on the module you wish to access from the list.
3. You will need to either log in or register:
  - a. If this is your first time on the site, you will need to register. Begin by entering your authorization code under the Digital Activism Registration section, click “Apply” and then click “Next.” Complete the registration process by entering your name, email, username, and password. You will be redirected to a login screen.
  - b. If you are already registered, you may or may not be logged in. Simply enter your username and password that you created in the registration step.

**This content is only available to members. Please log in or register:**

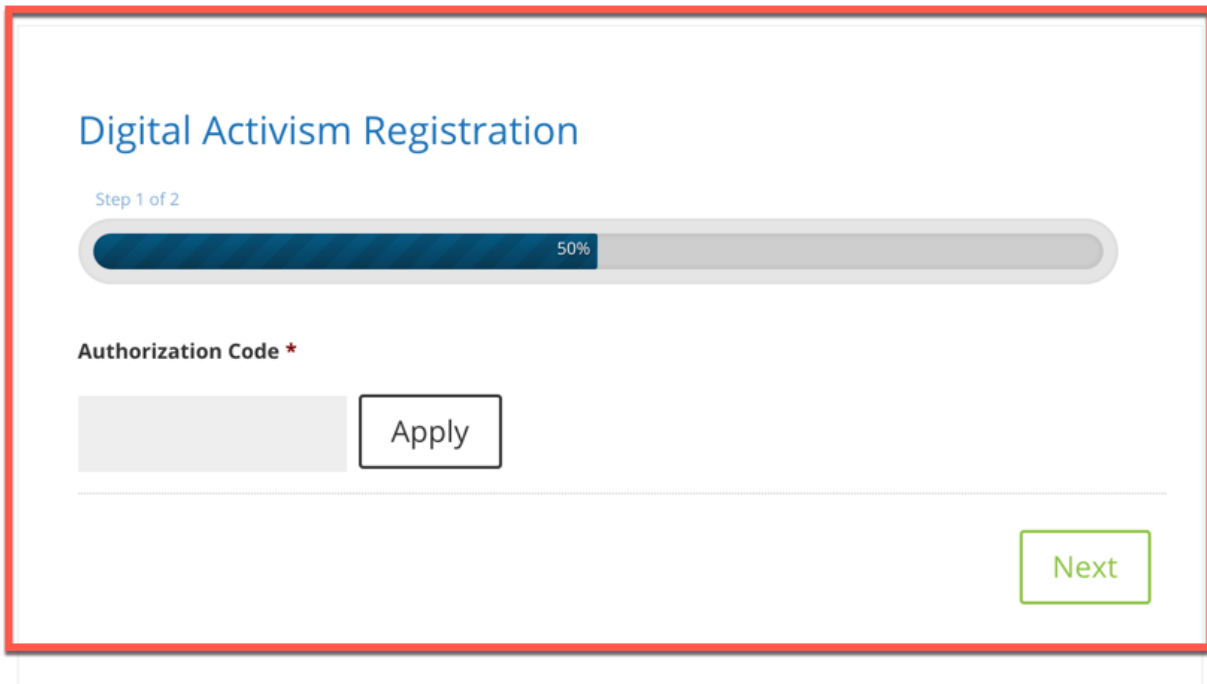


Username or Email Address

Password

Remember Me

If you have an authorization code, you can register for membership using the following form:



### Digital Activism Registration

Step 1 of 2

50%

**Authorization Code \***

## Ask Me Anything

The Digital Activism page contains a web form that allows you to ask questions and suggest topics. I'll use these questions to customize upcoming training sessions and/or online webinars and livestreams.

### Ask Me Anything

Have a question you need answered in an upcoming class? Want to see something particular demonstrated in a webinar or livestream? Use this form to let me know so I can build it into the program.

Email \*

First name  Last name

What's your question? \*

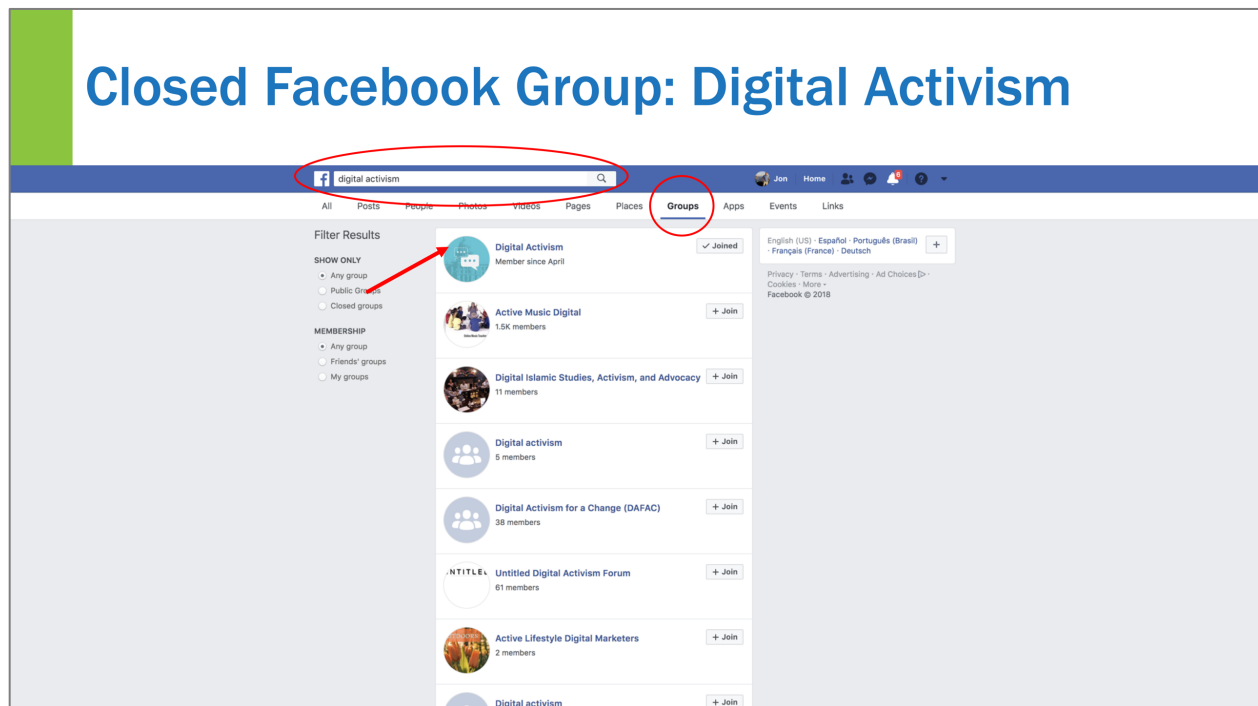
Want to subscribe?  
 Yes, let me know when new content is available

## Digital Activism Facebook Group

You are invited to join the Candidate Boot Camp Digital Activism closed group on Facebook. We share news and content and there are other members available to share tips and answer questions.

Note: This is a non-partisan group with members from around the world (mostly the U.S.).

1. In the Facebook search bar, type “digital activism”
2. Filter the results by clicking the “Groups” tab on the top
3. Click the “+ Join” button to request admission to the group



## Out of the Forest

### Marking Mindset

- Perspective



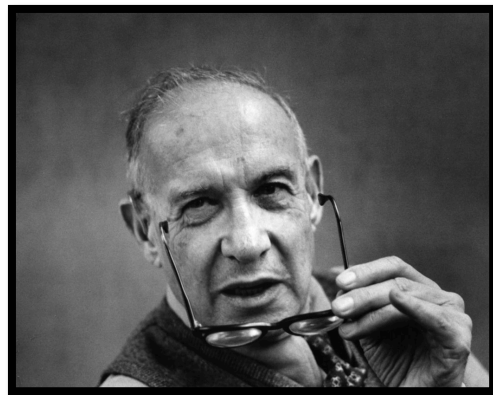
### Marking Mindset

- Perspective
- Objectives and CTAs



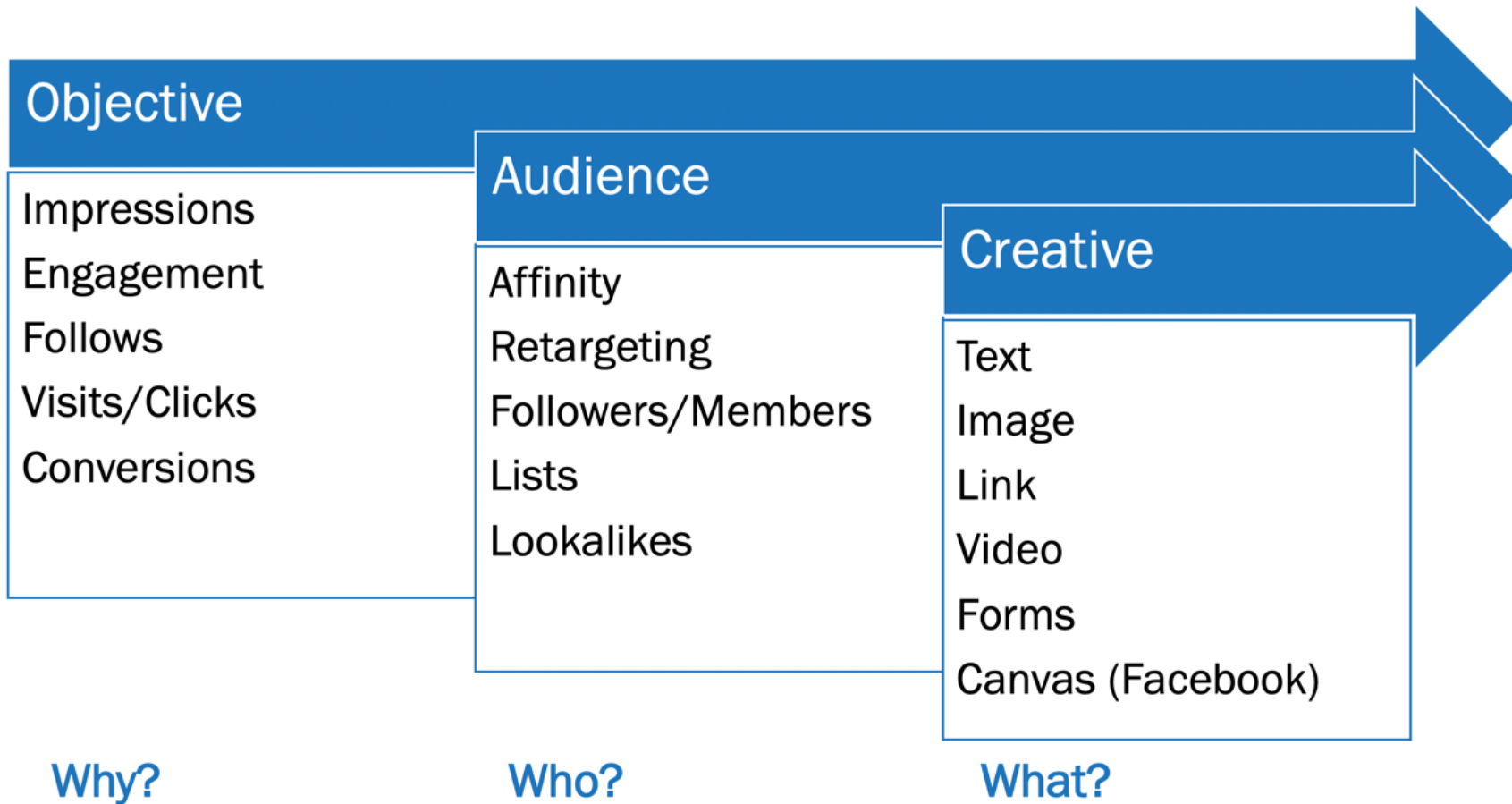
### Marking Mindset

- Perspective
- Objectives and CTAs
- Measure Against Objectives

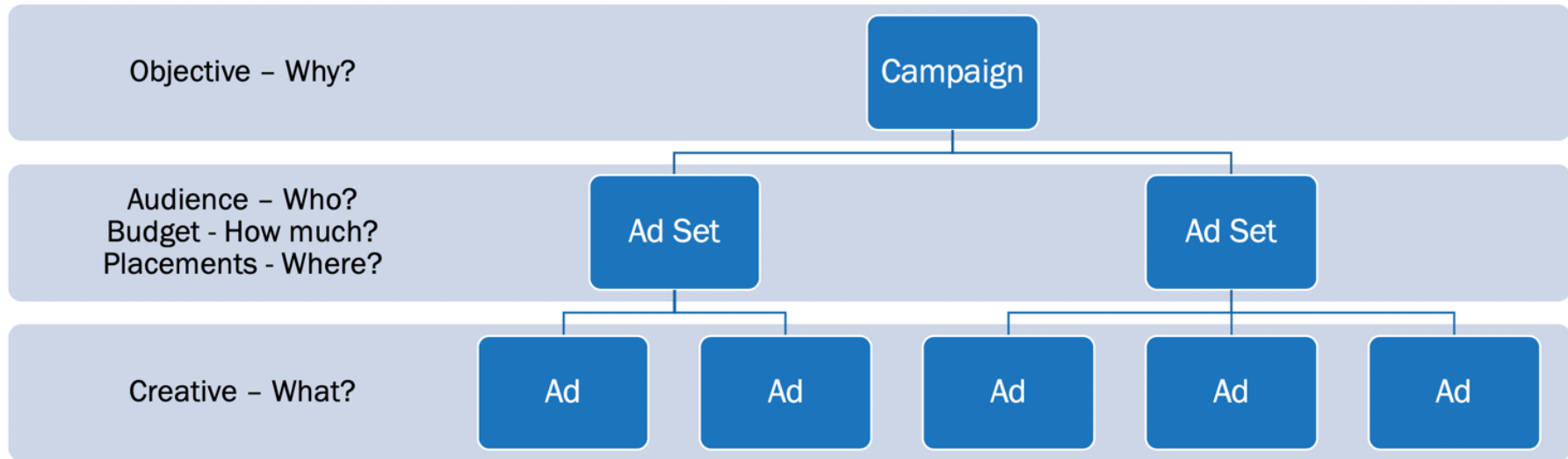


## Marketing Mindset





## Anatomy of Facebook Campaigns

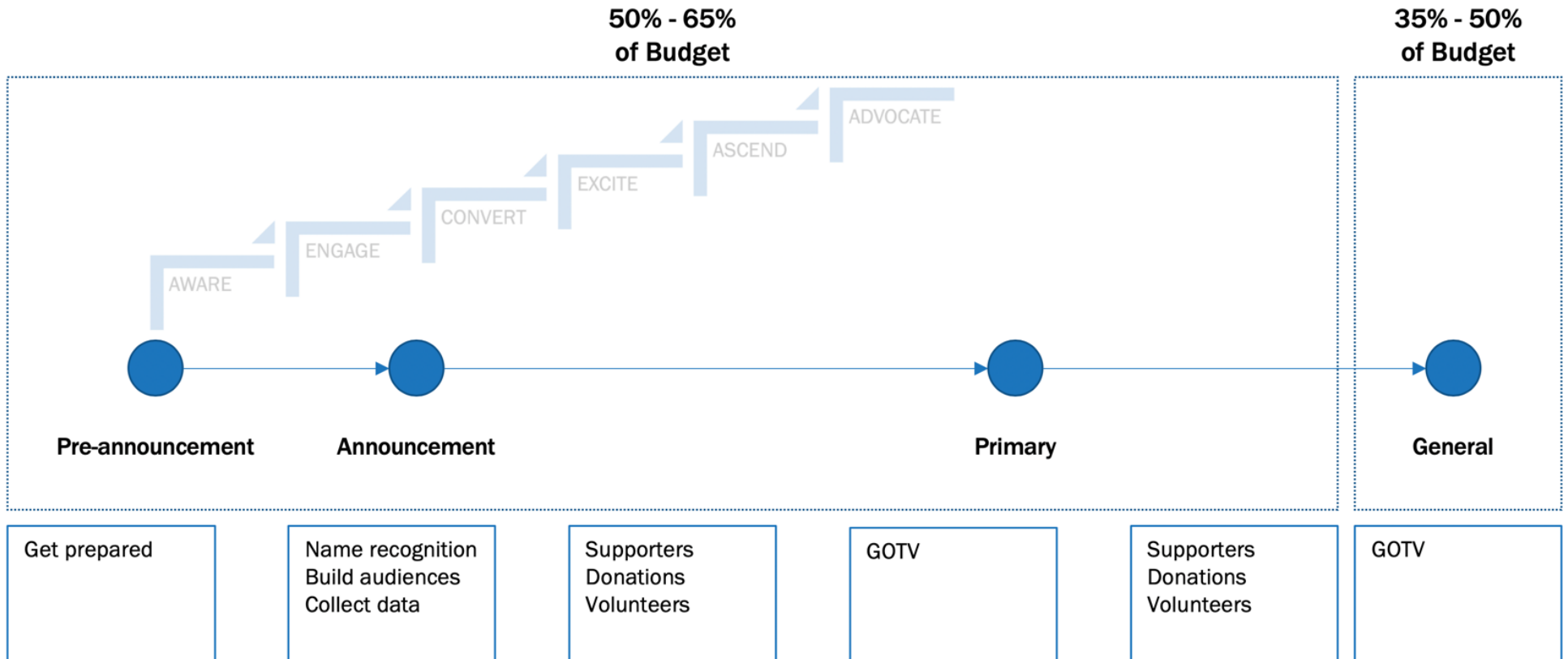


## Constituent Journey: Summary

Constituent Stage	Social Cycle	Call(s) to Action	Ad Set Audience(s)
Awareness	Listen	Read this article Watch this video	Affinity/Saved Lookalike
	Engage	Read this article Watch this video	Affinity/Saved Lookalike
Engagement	Engage	Like, Share, Comment	Affinity/Saved, Lookalike Retargeting Fans
Conversion	Engage	Join Me Subscribe Sign Up	Custom Retargeting Fans
Excitement	Network	Learn More Tell Me What You Think	Custom Retargeting Fans
Ascension	Sell	Vote for me Donate Volunteer	Custom Retargeting
Advocacy	Sell	Share my message Host a house party or event	Custom Retargeting



# Campaign Timeline



Template #1: Short Time (60 days), Small Budget (<\$500)

Phase 1 (65% budget):  
Exposure and BYO audience

- Campaign 1: Name and Office
  - Objective – Engagement
  - Audience – Cold (demographics)
  - Creative – Image (name, office, face)
  - Add to CA “Campaign Engaged”
- Campaign 2: Video Intro
  - Objective: Engagement
  - Audience – Cold (demographics)
  - Creative – Video (30-second captioned slideshow)
  - Add to CA “Campaign Engaged”

Phase 2 (35% budget):  
GOTV

- Campaign 3: GOTV
  - Objective: Conversions
  - Ad Set 1
    - Budget 50%
    - Audience – Cold (demographics & affinity)
    - Creative – Event (Vote for Me)
  - Ad Set 2
    - Budget 50%
    - Audience – “Campaign Engaged”
    - Creative – Event (Vote for Me)

Template #2: Medium Time (90 days), Medium Budget (\$500 - \$1,000)

Phase 1 (35% budget): Exposure and BYO audience	Phase 2 (35% budget): Recruit Support	Phase 3 (30% budget): GOTV
<ul style="list-style-type: none"> <li>• Campaign 1: Name and Office                             <ul style="list-style-type: none"> <li>• Objective – Engagement</li> <li>• Audience – Cold (demographics)</li> <li>• Creative – Image (name, office, face)</li> <li>• Add to CA “Campaign Engaged”</li> </ul> </li> <li>• Campaign 2: Video Intro                             <ul style="list-style-type: none"> <li>• Objective: Engagement</li> <li>• Audience – Cold (demographics)</li> <li>• Creative – Video (30-second captioned slideshow)</li> <li>• Add to CA “Campaign Engaged”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Campaign 3: Lawn Signs                             <ul style="list-style-type: none"> <li>• Objective – Conversions</li> <li>• Audience – “Campaign Engaged”</li> <li>• Creative – Messenger (request sign)</li> <li>• Add to CA “Campaign Supporter”</li> </ul> </li> <li>• Campaign 4: Donations                             <ul style="list-style-type: none"> <li>• Objective – Traffic</li> <li>• Audience – “Campaign Engaged”</li> <li>• Creative – URL (donate landing page)</li> <li>• Add to CA “Campaign Donor”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Campaign 5: GOTV                             <ul style="list-style-type: none"> <li>• Objective: Conversions</li> <li>• Ad Set 1                                     <ul style="list-style-type: none"> <li>• Budget 50%</li> <li>• Audience – Cold (demographics &amp; affinity) or LAA</li> <li>• Creative – Event (Vote for Me)</li> </ul> </li> <li>• Ad Set 2                                     <ul style="list-style-type: none"> <li>• Budget 50%</li> <li>• Audience – “Campaign Engaged, Supporter, Donor”</li> <li>• Creative – Event (Vote for Me)</li> </ul> </li> </ul> </li> </ul>

Template #3: Max Time (120+ days), Max Budget (> \$1,000)

Phase 1 (25% budget): Exposure and BYO audience	Phase 2 (25% budget): Segment Audience	Phase 3 (25% budget): Recruit Support	Phase 4 (25% budget): GOTV
<p>Campaign 1: Name and Office Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged”</p> <p>Campaign 2: Video Intro Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged”</p>	<p>Campaign 3: Issues Objective: Engagement Ad Set 1 Audience – Cold (demographics) Creative – Issue #1 Video (30-second slideshow) Add to CA “Issue #1”</p> <p>Ad Set 2 Audience – Cold (demographics) Creative – Issue #2 Video (30-second slideshow) Add to CA “Issue #2”</p> <p>Ad Set 3 Audience – Cold (demographics) Creative – Issue #3 Video (30-second slideshow) Add to CA “Issue #3”</p>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <p>Campaign 4: Lawn Signs Objective – Conversions Audience – CA or LAA Creative – Messenger (request sign) Add to CA “Campaign Supporter”</p> <p>Campaign 5: Donations Objective – Traffic Audience – CA or LAA Creative – URL (donate landing page) Add to CA “Campaign Donor”</p>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <p>Campaign 6: GOTV Objective: Conversions Ad Set 1 Budget 50% Audience – Cold (demographics &amp; affinity) Creative – Event (Vote for Me)</p> <p>Ad Set 2 Budget 50% Audience – CA Creative – Event (Vote for Me)</p>

## Master Class Exercise

Form 4-5 groups, complete the following, and present plan to the class:

1. Define 3 SMART goals
2. Pick one goal and define audience and messaging
3. Design a two-stage marketing funnel
  - a. Drive traffic
  - b. Earn conversions

### 1) Define SMART Goals

Specific

Measurable

Attainable

Relevant

Time-bound

Goal #1:

Goal #2:

Goal #3:

## 2) Audience and Messaging

These worksheets help to define the two critical components for successful campaigns; targeting and messaging. Note that for both worksheets, not every question will necessarily be applicable for all avatars or objectives.

### Customer Avatar Worksheet

The goal of this worksheet is to define the target audience and provide guidance for determining the best demographics, affinities, and behaviors. *Fill out one worksheet for each customer avatar.*

- Demographics – Provide the ideal/most common demographic properties of the client you're trying to reach.
- Goals and Values – With respect to your product or service, what is the prospect trying to accomplish and what's important to them?
- Challenges and Pain Points – What is stopping the prospect from achieving their goals and how does the pain manifest itself most?
- Sources of Information – What kinds of websites, books, magazines, and/or events do the prospects read and attend? What television shows do they watch? Which experts do they follow?
- Objections & Purchase Role – What are the common objections to purchasing your product or service? Is the prospect the purchaser or recommender?

### Ad Hook Worksheet

The goal of this worksheet is to understand how the product or service will change the prospect's daily life before and after purchase. *Fill out one worksheet for each combination of avatar and product/service.*

- Have – What does the prospect have in their possession before and after?
- Feel – How does the prospect feel before and after?
- Average Day – How does their average or typical day differ?
- Status – How does their social or professional status change?
- Proof/Results – Are there measurable differences (e.g. spent less time, saved money, lived longer, increased satisfaction, reduced pain)?
- Speed & Automation – Are there tasks that take less time and/or effort?

## Customer Avatar (Buying Profile) Worksheet

DEMOGRAPHICS	
Name: Age: Gender: Marital Status: Children:	Location: Occupation: Job Title: Annual Income: Level of Education:

GOALS AND VALUES
Goals:
Values:

CHALLENGES & PAIN POINTS
Challenges:
Pain Points:

SOURCES OF INFORMATION
Books:
Magazines:
Blogs/Websites:
Conferences:
Gurus:

OBJECTIONS & PURCHASE ROLE
Objections:
Role in Purchase Process:

Ad Hook Worksheet

	BEFORE	AFTER
Have		
Feel		
Average Day		
Status		
Proof/Results		
Speed & Automation		



### 3) Design Marketing Funnel

Design a two-stage marketing funnel. The first stage should be designed to drive traffic and/or build retargeting audiences. The second should be designed to maximize conversions.

Stage #1: Traffic

#### Traffic Source(s)

Organic	Paid

#### Destination

Sketch out the destination (landing) page for the campaign (if applicable).

Stage #1: Campaign

- Objective:
- Brand reach
  - Awareness
  - Traffic
  - Engagement
  - Conversions

Audience:

Custom Source(s)	
Locations	
Affinities	

Creative:

Headline

Copy

Graphic/Video

Stage #1: Traffic

**Traffic Source(s)**

Organic	Paid

**Destination**

Sketch out the destination (landing) page for the campaign (if applicable).

Stage #1: Campaign

- Objective:
- Brand reach
  - Awareness
  - Traffic
  - Engagement
  - Conversions

Audience:

Custom Source(s)	
Locations	
Affinities	

Creative:

Headline

Copy

Graphic/Video

# Headline Worksheet

## Headline Swipe File

### Social Proof:

- Here is a Method That is Helping [world class example] to [blank]
- [blank] Hacking With [world class example]
- Savvy | Smart | Sexy People Do XYZ
- Why I [blank] (And Maybe You Should Too)
- [Do something] like [world-class example]
- The [desired result] That [world class example] Is Talking About
- Join [impressive number] of Your Peers that [take desired action]
- [desired result] Like A [desired group or person]
- How [impressive number] Got [desired result] in [time period]
- Like [world class example] You Can [desired result]
- [world class example] Reveals Ways To [desired result]
- Why [impressive number] of People are [taking desired action]
- A Simple Way To [desired result] That Works For [desired group/person]
- How to [desired result] Like [world class example]

### Threat Headlines

- Do You Recognize the [number] Early Warning Signs of [blank]?
- If You Don't [blank] Now, You'll Hate Yourself Later
- I've Lied to You for [time period] Now
- The Biggest Lie In [your industry]
- X Shocking Mistakes Killing Your [blank]
- Don't Try [blank] Without [desired action] First
- [blank] May Be Dangerous To [something precious]
- [blank] May Be Causing You To Lose Out On [desired result]
- At Last, The Secret To [desired result] Is Revealed
- The [blank] Risk Hiding In Your [blank]
- Why you shouldn't [do what I desire them to do]
- Why [blank] Fails and [blank] Succeeds
- Do Not Try Another [blank] Until You [take desired action]
- The Ugly Truth About [blank]
- What Your [blank] Won't Tell You And How It Can Save You [blank]
- What Everybody Ought to Know About [blank]
- Your [blank] Doesn't Want You To Read This [blank]
- The Sooner You Know [blank] The Better

### Gain Headlines

- Where [desired result] Is And How To Get It
- Discover The [desired result] Secret

- [blank] Your Way To A [desired result] You
- To People That Want To [desired result] But Can't Get Started
- You, a [desired result] • Stop [undesired result]
- You Too Can [desired result] in [time period] with [blank]
- How To Become [desired result] When You [something challenging]
- There's Big [desired result] In [blank]
- You Don't Have to Be [something challenging] to be [desired result]
- Little Known Ways to [blank]
- How to turn [blank] into [desired result]
- How To Build a [blank] You Can Be Proud Of Get [desired result] Without [undesired result]
- Get Rid of [problem] Once and For All
- Improve/Increase Your [desired result] In [time period]
- Imagine [desired result] And Loving Every Minute Of It
- Here's a Quick Way to [solve a problem]
- Get [desired result] Without Losing [blank]
- The Lazy [blank's] Way to [desired result]
- How To Make People Line Up And Beg To [blank]
- How To Get [desired result] Out Of [blank]
- How To [desired result] When You're Not [blank]
- No [undesired result] Just [desired result] Everyday
- Never Suffer From [undesired result] Again
- The Quickest & Easiest Way To [desired result]
- If You Can [blank] You Can [desired result]
- How You Can [desired result] Almost Instantly Where [desired result] Is And How To Get It
- Discover The [desired result] Secret
- [blank] Your Way To A [desired result] You
- To People That Want To [desired result] But Can't Get Started
- You, a [desired result]
- Stop [undesired result]
- You Too Can [desired result] in [time period] with [blank]
- How To Become [desired result] When You [something challenging]
- There's Big [desired result] In [blank]
- You Don't Have to Be [something challenging] to be [desired result]
- Little Known Ways to [blank]
- How to turn [blank] into [desired result]
- How To Build a [blank] You Can Be Proud Of
- Get [desired result] Without [undesired result] Get Rid of [problem] Once and For All
- Improve/Increase Your [desired result] In [time period]
- Imagine [desired result] And Loving Every Minute Of It
- Here's a Quick Way to [solve a problem]
- Get [desired result] Without Losing [blank]
- The Lazy [blank's] Way to [desired result]



- How To Make People Line Up And Beg To [blank]
- How To Get [desired result] Out Of [blank]
- How To [desired result] When You're Not [blank]
- No [undesired result] Just [desired result] Everyday
- Never Suffer From [undesired result] Again
- The Quickest & Easiest Way To [desired result]
- If You Can [blank] You Can [desired result]
- How You Can [desired result] Almost Instantly
- How To Become [desired result] When You [something challenging]
- How To Use [blank] To [desired result]
- How To Turn Your [blank] Into [desired result]
- See How Easily You Can [desirable result]
- Now You Can Have [something desirable] Without [something challenging]
- How To Take The Headache Out Of [blank]
- X Questions Answered About [blank]
- Give Me [short time period] and I'll Give You [desired result]
- Answered: Your Most Burning Questions About [blank]
- Take X minutes to get started with [blank]... you'll be happy you did!
- Who Else Wants [desired result]?
- How to fast-track your [desirable result]
- How [impressive number] Got [desired result] Without [undesired result]

## One Sentence Persuasion

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

That, in a single sentence, contains five of the most important insights I have learned in all my years of studying and applying the principles of persuasion:

- encourage their dreams
- justify their failures
- allay their fears
- confirm their suspicions
- help them throw rocks at their enemies

Now, these are not the most important because they are comprehensive - they aren't. They're not the most important because they've been scientifically proven - they haven't. And they're not the most important because they're based on the latest "persuasion technology" – they're not. They are the most important because they are simple, they are immediately useful, and they can be almost frighteningly powerful.

Hitler used them and nearly took over the world. Cult leaders Jim Jones, David Koresh, and Marshall Applewhite used them and commanded such loyalty that many of their followers willingly – even eagerly - died for them.

And yet, these five insights are not only tools for madmen, but for marketers, salesmen, seducers, evangelists, entertainers, etc. In short, they are the tools for anyone who must connect with others and, more importantly, make these connections pay off.

**Encourage their dreams:**

**Justify their failures:**

**Allay their fears:**

**Confirm their suspicions:**

**Help them throw rocks at their enemies:**

## Emotions

People make decisions based on emotions. Using emotional words in your headlines increases the likelihood of the reader taking action.

Lust	Mystique	Alarm	Prestige	Power	Vice	Trust
Luscious	Ancient	Surprising	Hollywood	Decode	Dirty	Bankable
Drool-worthy	Lost	Shocking	Harvard	Control	Naughty	Clockwork
Naughty	Secret	Career-ending		Charm	Badass	Automatic
Blushworthy	Insider	Explode		Convince	Bad girl	No-fail
Bedroom	Forgotten	Gut-wrenching		Persuade	Blushworthy	Sure-fire
Naked	Exotic	[monster]		Beguile	Forbidden	... that work
XXX	Uncensored			Enchant	Barred	Never fail
R-Rated	Confidential			Intrigue	Underground	Betty
Adult-only					Sinful	Crocker
Sinful					Decadent	Old
Sultry					Jail-worthy	Faithful
Pole-dancer					Confessions of	Warren
Belly dancer						Buffer
Bad girl						
Naughty girl						
[sex symbol]						