Larry’s Top 7 Facebook Advertising Hacks for 2020

Unbounce CTA Conf 2019

Larry Kim
CEO, MobileMonkey, Inc.
A Few Random Facts About Larry

Marketer Saves Baby Unicorn

“I was just doing my job”
Originally From Winnipeg
Slightly Obsessed With Unicorns
Founded WordStream in 2008
Unicorn Financial Performance

WordStream Revenue Growth!

7-Year Compound Annual Growth Rate 75%

Estimated 2018 Revenues = 55M
EBITA = 16M
Search marketing software company WordStream acquired by Gannett for $150M

Founded in 2007, the popular PPC management tool has been sold.

Barry Schwartz on May 10, 2018 at 11:37 am

WordStream, the paid search software company that helps advertisers manage their PPC campaigns, has been acquired by the Gannett Company for $150 million. The deal is $130 million in cash, plus up to an aggregate $20 million earnout payable in 2019 and 2020 based on achieving certain revenue targets, according to the announcement.

WordStream was founded by Larry Kim, a high profile personality in the search marketing industry.
"larry kim" hacks

About 36,100 results (0.37 seconds)
WordStream founder Larry Kim leaves, starts new marketing bot company

JOHN KOETSIER, TUNE  @JOHNKOETSIER  MARCH 16, 2017 9:00 AM

What do you do after founding a company that manages a billion dollars in annual adspend and is Google’s largest and fastest-growing partner?

Start a new marketing AI company building chatbots, of course.

Larry Kim, the influential and popular founder of perhaps the best paid search marketing platform on the planet, has left WordStream, the company he founded and built. WordStream currently employs over 200 people, boasts 10,000 clients, and has an off-the-record but very respectable high eight-figure revenue run rate.

So why leave a winner?

“IT’s a big company now, and I’m looking to go back to my roots as a product builder.”

CEO of MobileMonkey, the Fastest-Growing Facebook Messenger Solution Provider!
Larry’s Top 7 Facebook Ad Hacks for 2020

“Hack” = Non-Obvious (but not Illegal) + Super High Impact Stuff!
Facebook Ads used to be Amazing! I spent the last +7 years talking about them!
CPMs Have Gone from $1 to +$100 in Last 6 Years.

The cost of Facebook ads has increased further since the platform tweaked its News Feed algorithm to de-prioritize publisher content, according to data from ad tech company AdStage per Recode.

Facebook announced the News Feed tweak in January, and AdStage found that CPMs (cost per thousand ad impressions) increased 122% year-over-year (YoY) in that month. In comparison, CPMs increased 45% YoY in January 2017.
Old Ways of Doing FB Ads Aren’t Leveraged Enough*
Larry’s #7 Facebook Ad Hack
The Inverted Unicorn Ad Targeting Method
How is this possible?
Hi Larry,

I am a reporter for CNN working on a story about Facebook ad targeting. It’s more of an explainer for our readers, to help them understand how they end up getting a super targeted Facebook ad. I am working off of an ad I got featuring a T Shirt that said “Life brought me to England but I’ll always be an Arizona girl.” (I now live in the UK but grew up in Arizona, though spent 12 years in Washington). We thought this could be a fun way to sort of pull the curtain back ad targeting.

Might you have a few minutes to chat about this?

Thank you,
Behold: The Inverted Unicorn Facebook Ad Targeting Method!!

Women Who Live in England (22 Million People)

People Who Like Local Businesses, High-schools, sports teams (etc.) Located in Arizona

People Who Recently Moved (3.6 Million People)
Unrelated Interests VS Related Interests
Normally We Target “Related Interests” (Casting a Narrow Net to Maximize Engagement Rates)

People Who Like Email Marketing

AND .. Have Marketing Job Titles

Unicorns!

“Suggestions” are *always* related interests!
Target two completely UNRELATED Interests + Reflect in Ad Copy

People Who Like Game of Thrones

Inverted Unicorn Ad Targeting!

People Who Like Email Marketing

Targeting:
- Location - Living In: United States
- Age: 25 - 55
- Language: English (US) or English (UK)
- People Who Match: Interests: MailChimp, HubSpot, Infusionsoft, GetResponse, Constant Contact, Email marketing, Marketing automation, Moz (marketing software), SEMrush or AWeber
- And Must Also Match: Interests: Daenerys Targaryen, Tyrion Lannister, Game of Thrones, Arya Stark, Sansa Stark, Winter Is Coming, Jon Snow (character), Westeros or A Song of Ice and Fire

Less ▼

MobileMonkey
Conquering the Seven Kingdoms takes great messaging. Try Email Marketing from iContact for free — no loot train required.

The Mother of Email Marketing Solutions
Don't get ambushed by competitors. Get to your customers first with iContact!
HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT

Fire Up Your Email Marketing with iContact

Email Marketing > Ravens
At iContact, Email Marketing is no game. Let our customer support team help you soar to new heights.
HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT

There are many ways to get the word out — don't just wing it! Get Email Marketing from iContact. Try us for free.
Remarkably Low Ad Costs Due to Unusually High Engagement Rates

<table>
<thead>
<tr>
<th>Budget</th>
<th>$1,000.00 (CPM $1.36)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying type</td>
<td>Reach and frequency</td>
</tr>
<tr>
<td>Reach</td>
<td>423,119 (52% of 821,000 people)</td>
</tr>
<tr>
<td>Frequency Cap</td>
<td>Show ads no more than 6 times every 3 days</td>
</tr>
<tr>
<td></td>
<td>Estimated lifetime average is 2.08 times per person</td>
</tr>
<tr>
<td>Placements</td>
<td>iContact</td>
</tr>
<tr>
<td></td>
<td>Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos and Facebook Suggested Videos</td>
</tr>
<tr>
<td></td>
<td>ictact</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
</tr>
<tr>
<td>Ad Scheduling</td>
<td>Ads run all day (Local time)</td>
</tr>
</tbody>
</table>
- 1.3k Likes
- 120k Reached
- 235 Shares
- 68 Comments
- Cost: $50

HOW??
Senator Vreenak of the Romulan Star Empire (from Star Trek DS9)

Inverted Unicorn Ad Targeting!

Liberals

People Who Like Star Trek Deep Space Nine
**Lucky V Smith**: So the Romulans not the Russians are behind everything...

**Kevin D Lloyd**: I remember that!!! 😂😂😂Faaaaaaakell

**Darrin Clough**: Considering that said Romulan gets assassinated by a Federation Captain. I CAN live with it.

**Courtney Cook**: I approve of the use of my favorite Star Trek episode for this article

**John Francis Travis Sr.**: In the pale moon light ...

**Stephen Archer**: The lesson being, don’t call stuff out as fake or Garrek will sabotage your shuttle.

**Jamie Curcio**: I’m so happy you used this image

**Andy Kennedy**: I ♡ DS9, and this was one of my fav episodes

**Aj Di Rocco**: Now I get it GARREK rigged the election

**Melissa Marino**: We’ve got to keep up with that Cardassian!

**Mike Alton**: Hahaha! Love that scene from DS9! Great tie-in.

**Andrew Kal-El Feldman**: How many people do you think know what DS9 means. I would say about just as many who know what V'ger means. Lol

**Winston J.Wingo**: That is one of my favorite DS9 episodes by the way.
Summary: Inverted Unicorn Ad Targeting

1. **Ridiculous Targeting:** Combine totally unrelated targeting attributes

2. **Making Boring Ads Interesting:** By simultaneously appealing to multiple Interests

3. **Cutting Down Huge Audiences:** When budget is way smaller than audience size.

Key Takeaway: Lot of kooky ad targeting strategies to try out here!
Larry’s #6 FB Ads Hack: Facebook Web Traffic Bomb
**The New York Times Book Review**

**Best Sellers**

<table>
<thead>
<tr>
<th>FICTION</th>
<th>Last Week</th>
<th>On List</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MINDSTRETCH.</strong> by Pamela McLaughlin. (Warner, $24.95.) Trang Martinez suspects her Pilates instructor may also be a vicious serial killer.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>SAGENIGHTS OF DARKHORN.</strong> by Gerry Banion. (Morrow, $26.95.) Astrid Soulblighter attempts to reclaim the throne from the wicked Scarkrig clan. The fifteenth volume of the “Bloodrealms” series.</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>THE BALTHAZAR TABLET.</strong> by Tim Drew. (Doubleday, $24.95.) The murder of a cardinal leads a Yale professor and an underwear model to the Middle East, where they uncover clues to a conspiracy kept hidden by the Shriners.</td>
<td>4</td>
<td>58</td>
</tr>
<tr>
<td><strong>GREAT FISH.</strong> by Liz Martin. (Simon &amp; Schuster, $23.95.) The Biblical story of Jonah, retold from the point of view of the whale.</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td><strong>NICK BOYLE’S SHOCK BLADE: LYNCHPIN.</strong> by Simon Moskowitz. (Broadman &amp; Holman, $24.99.) After a coup by Admiral Chao threatens to destroy the Internet, the ShockBlade team is forced to ally with their Chinese rivals.</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NONFICTION</th>
<th>Last Week</th>
<th>On List</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CRACKED LIKE TEETH.</strong> by Dexter Eagan. (Morrow, $25.95.) A memoir of petty crime, drunken brawls, and recovery, by a winter who was addicted to paint thinner by age nine.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>EMPANADAS IN WORCESTER.</strong> by James W. F. Khartoum to Madras to Rhode Island. The author for CNN suggests globalization spread a but friendlier world in the 21st century.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>WRONG: THE LIBERAL PLAN TO HAPPy AND PERVERT YOUR KIDS.</strong> by Katie (ReganBooks/HarperCollins, $25.95.) TV’s “Smashmouth” takes aim at “Homosexuals,” “media jihadis,” public schools, and others.</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td><strong>NEEDS IMPROVEMENT IN ALL AREAS.</strong> by Margot Kilby with Sean Boyland. (ReaganBooks/HarperCollins, $29.95.) An attack on President George W. Bush, written by his former kindergarten teacher.</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>JOCKSTRAPS AIN’T FOR EATING.</strong> by J. D. Preggerson. (St. Martin’s, $29.95.) The former</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

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**Weird Hack to GUARANTEE a spot on NY Times Bestseller List?**
These Sites Generate Tons of Free Exposure and Work the Same Way!
Over a Million Views & 9,012 Likes!

Multitasking is Killing Your Brain

Many people believe themselves to be multitasking masters, but could it all be in their heads?
Ranked #8 Author on Medium! HOW?!
Over Half a Million Views per Month! HOW?

Stats

Click story below to view in chart

<table>
<thead>
<tr>
<th>Views (30 days)</th>
<th>Reads (30 days)</th>
<th>Recommends (30 days)</th>
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<tbody>
<tr>
<td>520,495</td>
<td>203,956</td>
<td>23,049</td>
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MobileMonkey
Buy the Cheapest Clicks Available!
<table>
<thead>
<tr>
<th>Ad Set Name</th>
<th>Link Clicks</th>
<th>CPC (Cost per Link Click)</th>
<th>Reach</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
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<tr>
<td>24.48</td>
<td>812</td>
<td>$0.01</td>
<td>29,202</td>
<td>$0.01 Per Link Click</td>
<td>$12.08</td>
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<tr>
<td>Nepal</td>
<td>110</td>
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<td>5,126</td>
<td>$0.02 Per Link Click</td>
<td>$2.39</td>
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<td>Bangladesh</td>
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<td>4,366</td>
<td>$0.02 Per Link Click</td>
<td>$1.54</td>
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<tr>
<td>Ethiopia</td>
<td>72</td>
<td>$0.02</td>
<td>1,855</td>
<td>$0.02 Per Link Click</td>
<td>$1.09</td>
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<tr>
<td>Afghanistan</td>
<td>68</td>
<td>$0.01</td>
<td>1,557</td>
<td>$0.01 Per Link Click</td>
<td>$0.73</td>
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<tr>
<td>Somalia</td>
<td>60</td>
<td>$0.01</td>
<td>1,167</td>
<td>$0.01 Per Link Click</td>
<td>$0.62</td>
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<tr>
<td>Bhutan</td>
<td>33</td>
<td>$0.01</td>
<td>960</td>
<td>$0.01 Per Link Click</td>
<td>$0.32</td>
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<tr>
<td>India</td>
<td>33</td>
<td>$0.02</td>
<td>864</td>
<td>$0.02 Per Link Click</td>
<td>$0.72</td>
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<td>Iraq</td>
<td>30</td>
<td>$0.02</td>
<td>824</td>
<td>$0.02 Per Link Click</td>
<td>$0.47</td>
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<tr>
<td>Haiti</td>
<td>21</td>
<td>$0.01</td>
<td>568</td>
<td>$0.01 Per Link Click</td>
<td>$0.18</td>
</tr>
<tr>
<td>Tanzania</td>
<td>19</td>
<td>$0.01</td>
<td>784</td>
<td>$0.01 Per Link Click</td>
<td>$0.20</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>812</strong></td>
<td><strong>$0.01</strong></td>
<td></td>
<td><strong>$0.01 Per Action</strong></td>
<td><strong>$12.08</strong></td>
</tr>
</tbody>
</table>
Excel tricks to make you a power user

1564 Upvotes + Front Page + 500k Views!
(Targeting "Excel" + "Reddit")

You are not a member of this community. Please respect that by not downvoting.

all 95 comments
sorted by: best

[+] infiniteart 68 points 7 days ago
index match match
permalink

[-] Jdrawas 34 points 7 days ago
This list was really "how not to be a total noob in excel". I think that Index Matches all about it. It is also slightly more difficult than the things mentioned in the article.
permalink parent

[-] atcoyou 12 points 7 days ago
Thought this might have been hyperbole, but it sounds like the article itself was being hyperbolic... vlookup... ffs is this I don’t even know what to put on my resume at this point re: excel. Expert and Power User apparently only gets me up...
#5: The Russian Ad Targeting Method

Fake News and the Shockingly Low Cost of Influencing an Election

Personally, I think the idea that fake news on Facebook, of which it was a major driver, influenced the election in any way, I think is overstated.

- Mark Zuckerberg, CEO of Facebook

We have found approximately $100,000 in ad spending... with roughly 3,000 Facebook ads...
Donald Trump Protester Speaks Out: “I Was Paid $3,500 To Protest Trump’s Rally”
October 5, 2017  |  Steve Jenkins

PHOENIX A.Z. (AP) — For months now, rumors have circulated the Internet that individuals were being paid to protest at rallies held by presidential hopeful Donald Trump. Today a man from Trump’s rally in Fountain Hills, Arizona back in March has come forward to say that he was paid to protest the event.

“I was given $3,500 to protest Donald Trump’s rally in Fountain Hills,” said 38-year-old Paul Horner. “I answered a Craigslist ad about a group needing actors for a political event. I interviewed with them and got the part.”

Trump supporters have been claiming that protesters are being paid by the Bernie Sanders’ campaign, but Horner disagrees.

“As for who these people were affiliated with that interviewed me, my guess would be Hillary Clinton’s campaign,” Horner said. “The actual check I received after I was done with the job was from a group called ‘Women Are
Donald Trump Protester Speaks Out: "I Was Paid"

PHOENIX, AZ. (AP) - For months now, rumors have been flying about individuals being paid to protest at rallies held by the Trump campaign. CNN has now confirmed that this is indeed true.

3,054 people reached

Like Comment Share

Kathy Winsor: Is the answer?

Your boosted post "Donald Trump Protester Speaks..." is approved!

Thanks for creating your first ad!
- 42 “Likes”
- 27 shares
- 20 comments
- 30 page likes
- 2000 website clicks
- $50!
What if You ALSO Targeting The Opposite Ideological Extreme (Eliminate Moderates)
Working Moms Raise More Successful Daughters and Empathetic Sons: Harvard Study

A mother’s guilt never ends.
While Simultaneously Promoting To People Who Likely Strongly Disagree With The Content = Lively Discussion
Larry’s #4 Crazy Remarketing Strategy

Just Say No to “Regular Campaigns”. (Only Run Remarketing Campaigns)*

* ESPECIALLY If Budgets are Tight, set 100% of Ad Budget = Remarketing.
Remarketing Ads vs Regular (Non-Remarketing) Facebook Ads

We Ran Same Ads, Bids & Budgets. What Happened?
Brand Affinity DRAMATICALLY Impacts CTR (+2-3x!)
Brand Affinity DRAMATICALLY Impacts CONVERSION RATES (+2-3x!)
On Average ~70% of Your Conversions Come From Your Remarketing Audiences (Representing on average 10% of your Ad Spend.)
Alternatively: ~90% of Your Spend Generates Just 30% of your conversions (and is should be cut if limited by budget)
Behold The Power of Remarketing!

- Triples Click Through Rates
- Cuts Effective CPC in Half
- Triples Conversion Rates
- Cuts Impression Volume by +10x
The Problem with Remarketing: Small Audiences

Remarketing Doesn’t Target These Users (By Definition)

Remarketing only targets these users

People unfamiliar with your brand

People familiar with your brand
Solution: Fix Remarketing Volume Issue By Dramatically Expanding Cookie Pools

Remarketing Doesn’t Target These Users (By Definition)

People unfamiliar with your brand

People familiar with your brand

Remarketing only targets these users

Solution: make the smaller circle 100-1000x bigger for cheap! (not Using FB Ads!)
1. Eliminate All Non-Remarketing Spend

Old FB Budget Allocation: Remarketing vs. Non-Remarketing

- Non-Remarketing: 90%
- Remarketing: 10%

2. Divert Budget to Cheaper PR Stunts (Inverted Unicorn, Web Traffic Bomb etc.) or Broadcast Marketing to Grow Audiences

New FB Ads Budget Allocation: Remarketing Only + PR Stunts / TV / Radio (etc.)

- Remarketing
- TV/Radio/PR Stunts, etc.: 60%
Example of Generating Mad Hits for Free (or very Cheap).
LinkedIn “Broetry” (Double Spaced Poems about Work & Life on LinkedIn)

- 850k Views
- 25.5k Website Visitors
- Cost = 15 Minutes
How Marketing REALLY Works

**STEP 1:**
*Awareness Creation:* Create kooky PR stunts and broadcast ads that target your customer demographics to create enormous audiences

**STEP 2:**
*Bias Formation:* People See Your Content, But Don’t Necessarily Take Action Right Away.

**STEP 3:**
*Harvest Demand:* Later when they see your FB ads...

3-5x More Likely to Click
3-5x More Likely to Convert
Larry’s #3 FB Ads Hack

Reciprocal Remarketing!

Selling *Other* People’s Products & Services
Larry Kim

Vs.

Neil Patel
Larry Kim vs. Neil Patel

- Large number of page fans
- Both “Growth Hacker” Audiences
- Not Competitive (Software vs. Service)
Market Neil’s Products For Him to My Audience (In Exchange for Him Doing The Same)
Fix Remarketing Volume Issue By Swapping Cookie Pools

Remarketing Doesn't Target These Users (By Definition)

People unfamiliar with your brand

People familiar with Neil's brand

People familiar with My brand

Remarketing only targets these users

Solution: make the smaller circle +2x bigger at no incremental cost via Reciprocal Remarketing
Larry’s #2 Facebook Ad Hack: Facebook Messenger Ads
But I LOVE this one!!!

Most Advertisers Use These Campaign Types

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
</tr>
<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
</tr>
<tr>
<td></td>
<td>App installs</td>
<td>Store visits</td>
</tr>
<tr>
<td></td>
<td>Video views</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lead generation</td>
<td></td>
</tr>
<tr>
<td>Messages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Today, I Mostly Use "Send To Messenger" Ads, Which Capture Everyone’s Contact Info.
Send Messenger Ads into Messenger Dialogs

Quick Surveys!

Registrations & Reminders!

Segmentation & Drip Campaigns!
You Can Send Them Down Different “Messenger Funnels”

Are you an Agency or In-House Advertiser?

Agency | In-House Advertiser

How Many Clients Do You Manage?

- 1-3
- 4-10
- 11-20
- 21-50
- +100

What is Your Primary Marketing Objective?

- Lead Generation
- eCommerce
So You Can Segment Users and Send Relevant Content

(Note: This Chat-Blast had a whopping 85% Response Rate...)
How would you describe yourself, Larry? 😊

(Type "stop" to unsubscribe any time.)

I am a chatbot marketing:

- **Novice: Here 2 learn**
- **Fan: Ready 2 grow**
- **Expert: ROI driver**

🎉 We have great news, Larry!

We just created a training program specifically for people like you, new to chatbot marketing and looking for a guided path to expertise!

 решил задачу, Larry!

We just created a master class program with advanced chatbot automation pro moves — for experts, by experts!

🌟 Way to go, Larry!

5-Star Training

5-Star Course
Hi Larry - We're offering a New Chatbot Training Video Course for just $199.00 -- what do you think?

Tip #2: Reciprocal Concessions!

Too Expensive!  Great - I'm in!

Yeah, I agree Larry -- $200 bucks is a lot of money. Would you be interested in a 94% discount code?

Send Me the Discount
Use a Messenger Marketing Platform Like MobileMonkey to Create and Send Dialogues
A Messenger Ad + Chatbot Dialog Example for Promoting a Web Event
Today I’m Getting Messenger Contacts for $3-$5 (Despite +$100 CPMs) – Haven’t Seen Prices This Low Since 2014…

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Results</th>
<th>Reach</th>
<th>Impressions</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remarketing to Top Engagers - Join Our Group</td>
<td>86</td>
<td>1,132</td>
<td>4,459</td>
<td>$3.38 Per Message</td>
<td>$290.93</td>
</tr>
<tr>
<td>Site and Page Messages</td>
<td>271</td>
<td>4,076</td>
<td>22,117</td>
<td>$5.88 Per Message</td>
<td>$1,594.39</td>
</tr>
<tr>
<td>Results from 2 campaigns</td>
<td>357</td>
<td>4,431</td>
<td>26,576 Total</td>
<td>$5.28 Per Message</td>
<td>$1,885.32 Total</td>
</tr>
</tbody>
</table>
What Happens after the Click?

When they respond to you they become a messenger contact!

Facebook by default gives you lots of qualifying data!
User Segmentation and Audience Creation
You Can Also Define Custom Audiences Based on “Conversational Criteria”.
You can export any list based on “conversational criteria” as a Facebook Audience – “Chat Engagement Remarketing”
Old Way: Regular FB Ads (~2-4% conversion Rate)

Old Way:
1. Pay For Click on Ad
2. Go to website
3. ~2-4% of Visitors Fill out form

New Way: FB Messenger Ads (100% Conversion Rate)

New Way:
1. Pay For Click on Ad
2. Get Contact Info + Messaging Permissions!!
3. Qualify Lead by Asking Questions
4. Send to Correct Landing Page
5. Re-engage via Chat!
Larry’s #1 Facebook Ads Hack: Messenger Post Auto-Responders (Comment Guards!)
Ask Questions and Give the Answer via Messaging!

The battle of English and Maths

1 rabbit 🐰 saw 6 Elephants 🐘 whilst going to the river. Every Elephant 🐘 saw 2 monkeys 🦧 going towards the river. Every monkey 🦧 holds 1 parrot in their hands.

Q: How many animals are going towards the river?
Compose Dialogs to Send to Commenters
Setting Up a Comment Guard

1. Choose a Dialog To Send to Users

2. Specify Frequency Cap

3. Choose Which Post To Apply To (Or ALL)
1) Ask a question in a Facebook Page Post.

2) User Comments on Post.

3) User Receives Private Messenger Reply via MobileMonkey Chatbot

4) User Responds to Private Message, Automatically Becomes a Subscriber to your Future Messenger Chat Blasts.

Send Slide Decks, PDF Files, Videos, Coupon Codes, Privately via Messenger + Comment Guards!

Try: bit.ly/facebook-ad-hacks
Facebook’s Mark Zuckerberg Says The Future Is Encrypted, Private Messaging

Dawn Chmielewski  Forbes Staff

I'm an LA-based senior editor for Forbes, covering streaming video.

Future of Facebook is Messaging!
Email Marketing

- 5-10% Open Rates

FB Messenger Blast

- 70-80% Open Rates (Within first 60 minutes!)

FB Ads

- 2-5% CTR
Messaging = Once-In-a-Generation Shift In How People Communicate

Method of Communication, By Type

<table>
<thead>
<tr>
<th>Year</th>
<th>Messaging</th>
<th>Emails</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>2016</td>
<td>73%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: Deloitte, 2016
Coming Soon! More Messaging APIs!
What Does it All Mean?

FB Ad Hacks?
Inverted Unicorn
Boost CTR by targeting UNRELATED interests.

FB Traffic Rocket
Drive Traffic to Sites which reward traffic with more exposure.

Russian Ad Hack
Target ideological extremes to catalyze vigorous discussion

Remarketing-Only
Say no to non-remarketing ad spend. Grow your audience size via PR-hacks.

START/GO
(Donkey Land)
Audience Generation, Remarketing Strategies, New Ad Formats!

Reciprocal Fan Targeting
Promote other people’s content.

Facebook Messenger Ads
Lead qualification, Segmentation & Drips

Boosted Comment Guard
Private post replies via Messenger

END/REPEAT
(Unicorn Land)
Thank You, Oli Gardner & Unbounce Team!

Raise Your Marketing IQ – Get Slides (+Bonus Materials):