

THE **small** BUSINESS BIG **MARKETING**

show

INSANELY EFFECTIVE
MARKETING

Episode #461
10 Facebook
advertising tips for
small businesses on
a tight budget

"I spent
\$600K of my
own money
on
Facebook
for a 500%
ROI"

Cham Tang,
Authentic



www.SmallBusinessBigMarketing.com

Cham Tang Interview Transcription

Tim

Welcome to the small business big marketing show.

Cham

Thanks for having me.

Tim

Cham you and I have something in common we both love marketing. What do you particularly love about marketing?

Cham

Where I even start. I think I love marketing the most because that's what drives the business. I mean the only reason that business would really fail is because they don't have customers. And the number one way to get customers is typically marketing. But I love the process. I love that's communication and you can connect with people through the message that you create through marketing.

Tim

Yes. Correct. I had Amanda Stevens on a few weeks ago a marketing and consumer futurist and we both agreed that there's a lot of small business ideas includes why I do this show but there's so many small business owners out there struggling to create effective marketing. Are you seeing that in your travels?

Cham

Yeah. It's not only that they struggle to create effective marketing. They use the words I don't have a clue like I don't know where to start. I was never trained I don't know what I'm doing or even worse they might outsource it to some person that's charging them thousands of dollars a month and not getting results. So it's even deeper than that they don't even know where to begin.

Tim

Well then outsourcing we'll talk about that later because you've got a pretty cool course happening in June and July but the outsourcing thing frustrates me and I don't necessarily have the solution but there's that group of business owners who don't have the marketing budget to employ an agency and they don't have the marketing knowledge to do it all themselves. And then they've got that middle ground which kind of allows them to go and you know get a logo done at design crowd and get some seo done from an seo crowd and it all becomes a bit disjointed so I guess what you're doing with authentic is awesome because you are educating them to give them enough knowledge to create something.

Cham

That's right. Outsource your marketing you outsource your income. Like I think about Steve Jobs, arguably the world's best marketer when he was alive and he never had an agency doing his marketing like marketing was built in the Apple products. You can't really separate them. So if you want to create something great you've got to learn marketing it's just part of wearing a business owners hat

Tim

While Jobs did two things really well I guess one was that you know the best marketing is a great product. And he had a great product and he was the absolute master of publicity. No one did a better job.

Cham

Definitely.

Tim

Yeah. You might be the next jobs of Australia ham. Hey let's talk about authentic education which is your business which is there set up to help business owners with their marketing. How did authentic come about?

Cham

Well it came back in 2009. I remember I was reading a lot of personal development books and they'll say do what you love. All of this. This kind of thing I thought what is that a real personal development. I didn't really know how to start but I knew I didn't want to work for someone else simply because I'd make a terrible employee. I always thought that if I work twice as hard for this company they won't pay me twice as much. But then if I work half as hard I won't like myself because I'm not living to my potential. I was stuck. And it wasn't until I met my business partner Benjamin J Harvey who's the main speaker of our company that things started. We had similar values. We got to talking but it was one Monday morning. Walking to work I had a severe case of Mondayitis. In that moment I picked up my mobile and thought hey Ben let's have a serious conversation about if we could start a business and things started from there back in 2009.

Tim

Those Monday morning Mondayitis kind of feelings I think have been spurred a lot of small business launches. So you got Jack of working for the man you kind of figured you could do it better. You felt like you were unemployable. Ben was the same and you've gone okay now is time. So what did you do? What do you do to leave a job I guess a secure job as secure as a job can be. You just walked away from it and had a crack or?

Cham

Pretty much. Yes I had enough savings I mean I was back in 2009 which would have been a perfect time to buy a property so I had a choice do I put this money in like an off the plan property deposit or do I start a business because I can't do both. I went the business route and I knew that I could survive for at least a year without making a cent in the business. So that's what I decided to do and I felt I just figure it out as I went. And essentially that's what

I did. I struggled so for so long with marketing and business in general and that's why now that leads me to having a rapport and an empathy for business owners that are confused with marketing business and to a lesser degree the mindset around that as well.

Tim

What was the idea? I'd like to talk about mindset I think that's absolutely critical. What was the idea that you rang Ben up about on the Monday morning and said let's start?

Cham

Let's start a business where we educate people on the stuff that we love to learn ourselves which at the time was personal development but over the time has now morphed more into small businesses and specific type of small businesses that where kind of niche to which is anyone who likes to coach speak deliver education. But yeah we go across a whole gamut of all small businesses.

Tim

What kind of personal development stuff is was that something that for you was it was a passion and how you'd benefited from?

Cham

Yeah. Was for sure. So I always suffered from having a negative mindset and self-doubt and being a massive procrastinator all these things so reading all the books and doing all the courses like I worked for Tony Robbins for two years in Australia I did all of his events but it taught me that the biggest value and the biggest joy in my life is educating other people not so that they can have a one off thing like bake a cake or fix their garage but something where I change their mindset as the lasting impact. The gift that keeps on giving so to speak.

Tim

I love that. Tell me Cham about that time when you had a negative mindset self-doubt procrastination was that just something that you grew up with? Was it in your genes? It's certainly in the genes of my family I see it in my siblings and it's so detrimental when you can't move forward because you can't make a decision and you don't believe in yourself and all that stuff.

Cham

It's I think it's like partially nature like in the genes partially nurture I had conservative Asian parents and they drilled into me security security like every time I go on a holiday, my mum would be like well why do you need to spend holiday. You should be saving for a property save for a rainy day. All of those things. And even in school I think what got drilled into me is that I can achieve a perfect score if I just study hard enough I can get 10 out of 10 big and I start a business and you're doing a marketing campaign I can't get 10 out of 10 but my brain is still looking for the perfect answer. Perfectionism like stops people dead in their tracks from progress.

Tim

Perfection gets in the way of progress it gets in the way of production it stuff people up. Was there a moment you said you worked for the great Tony Robbins who's very polarizing character in Australia I guess you learnt that over two years working for him but was there something that you read or that someone said to you or what happened for you to break through all that procrastination and self-doubt?

Cham

I think it's experience from being in the trenches. Yes sure you can read a book that doesn't change your mind immediately. But when I experienced that I thought well this is so true so I remember one day I was in my business working from home as you do when you first start off and I just was spending all this time reorganizing my gmail labels and using the ideal colour for them. And after a while this little voice in my head hey Cham what the heck? We're going to focus on the stuff that is important. We've got to make progress not trying to get these little labels perfect.

Tim

Did you get the labels perfect? Did you colour them and stuff?

Cham

I've got them a half perfect and I realized I had to move on from trying the perfect shade of green.

Tim

Well I gotta admit it right here. Episode 461. I've been there. I've done with the hours on the gmail labels and at one point looked up and gone really really Timbo. Pull your finger out mate. So Cham you start authentic. It was a self-help type business. You moved across to marketing. Was that the particular passion that you and Ben realized that you really had?

Cham

Well what we started to do is teach people how to start a business and we wanted to help people help other people. So help educators educate others. And that continued for about five six seven years it still continues to today. But after a while people started asking marketing questions. And since I was the head of marketing I have been since day one I started answering those questions. Then I did a few speaking slots like an hour paid courses and then that has kind of morphed just due to the demand morphed into me getting out from behind the computer like running Facebook ads and stuff and actually getting on stage talking to people I never would have dreamt of doing a podcast 10 years ago just because of the public speaking part is very nerve racking but yeah it's morphed into helping people with marketing because there's a massive demand.

Tim

There is a massive demand for it and good on you for doing that. I mean that's exactly what we have in common. Two years into authentic. You did look at Ben in the eyes didn't you and go. Is this going to work?

Cham

I had this moment where you really think of quitting. I think the whole I started comparing where I could have been if I stayed in my corporate job because after two years it's this part where the excitement has kind of died down but the results weren't fully there. I wasn't making more than I would have if I stayed in I.T.. So then you start thinking yourself wow we had one unsuccessful event after another. Marketing wasn't working. I look at my friends. They've got a nice office holiday pay security all this stuff and I have then I start thinking what am I doing differently maybe I'm not cut out for it. And I remember looking at Ben after an unsuccessful event one time thinking I'm just not sure if we've got what it takes. And even worse I remember looking at him and thinking maybe I chose the wrong business partner which looking back is a terrible thing to think. But I did. I did have this self-doubt and I made this kind of promise in my mind I thought one more event I'm going to give it one more go not tell him anything because I don't want to be a negative person or anything like that but I'll give it one more go. And then things started to turn around because I just start to change things radically. I started actually listening to other people's marketing advice. I think I had an ego before that and I thought I know this because I work with Tony Robbins and I work with these other companies but I actually started researching other people's marketing advice getting their programs courses books whatever get my hands on and just learning one system that worked.

Tim

Love it. Ego can get in the way sometimes. And I guess coming from a brand like Tony Robbins I mean you would get in the way is like oh yeah I've done that. I've been a part of that business. I can do anything.

Cham

Yeah exactly. And I saw them work it as well I saw from the inside behind the scenes how marketing should work in a similar business to ours not exactly the same but similar. So I wasn't really paying attention to anyone until the pain of maybe I'll have to quit and go back to my corporate job sank in. And then that smashed through the ego.

Tim

Did you meet the great man?

Cham

Yeah. A number of times actually.

Tim

What was that like?

Cham

That was awesome. He is a larger than life character. He swears a heck of a lot.

Tim

Yeah I have. It fascinates me I was watching I'm not your guru only the other night and I'm fascinated digressing here but his use of language of profanity is really interesting and I think I've seen somewhere where he explained why he did it which in fact might even be in I'm not your guru. But it's to make a point and he uses it pretty well. I've got to say when he swears it's like you sit up and pay attention.

Cham

Yeah for sure probably because he's 6 foot and so confident.

Tim

It's more than six foot isn't he's about six foot eight or something isn't he?

Cham

He is a big unit.

Tim

What was the one thing you learned from Tony Robbins and it may be from a marketing perspective?

Cham

I would say from a marketing point of view he had a really good line which was on a private call. He did with the team and he said the same reason they come is the same reason they will buy and you just have to find out what that reason is. So he was saying the same reason someone would come to his first event is the same reason they'll buy his entire mastery university but from a marketing point of view the same reason someone would pick up the phone and call you well the same reason they'll fill in a contact us inquiry is the same reason they'll purchase everything that you've got. So you just have to find that reason and keep talking about that very reason as opposed to trying to go with the pre done brochure that you've created and your five bullet points you thought so long and hard about just stay on that same reason and drive it all the way home. That's what I learnt the most.

Tim

How do you find that reason?

Cham

By keeping a similar message to market match and also surveying your people. If you're on the phone it's easy. You could say it as curiosity, what was the reason that you called today and then how long has that been a problem for you? How has that affected other areas of your life. From what we do as an example we run events. It would be a similar thing. I keep the same stream of unique selling point all the way through all of the material that we run. Don't try and do like a bait and switch with your marketing. Don't place a Facebook ad that talks about building your dream home. And now when they come to talk about the off the plant property you're now talking about cost effective houses. It should be building your dream home all the way.

Tim

I like the idea of finding the reason. What did you say the same reason they come is the same reason they will buy.

Cham

That's correct.

Tim

That's personal as each time it's gonna be different right. One business owner is going to call you about a course you're running and say listen social media is just freaking me out. Can you help me. So that's the reason they've called you. So then do you go down the track of conversation around social media and how you can impact their use of social media then the next one calls says I've just got a lack of confidence around marketing can you help me with my mindset. So that could happen easily on a phone call where you take people down a path of conversation around that reason.

Cham

Yeah that's right. I mean the phone calls very flexible but even from a marketing standpoint you you pick a similar Unique Selling Point or slogan on your marketing let's say it's Steve Jobs he's running with MacBook Air the thinnest notebook ever. People who call up about the MacBook Air or walk into the store if all the billboards are saying how thin it is they've self selected. So the fact that they walked into the store and they saw all this marketing they probably other people that really want a thin notebook. So let's start showing them the side profile of the product as soon as they walk in because that's probably what they're interested in how thin it is.

Tim

Good learnings from Mr. Robbins. Cham I want to get into these ways that we can all improve our Facebook advertising because you a bit of a legend when it comes to that. But let's just talk about this one day marketing course you've got happening in June and July cause from all reports and from what I can see it looks pretty good. Why you're putting it on and who's it for?

Cham

So I'm putting it on because so many business owners struggle with marketing. They have all these things like do I need a big budget. What if I'm not tech savvy I'm starting from scratch. Do I employ an agency do I not. Is it Facebook Instagram social media. Should I be doing everything. All these questions swim around in their mind. And I've been there before. So I'd hate for someone to go through that exact same thing. So this is a one day event for all of the people across Australia were actually going in New Zealand for the first time and it's for business owners coaches speakers people starting from scratch on a small budget B2B B2C. The reason it could be safe for so many people is because if I take something like Facebook ads we've got 16 million people out of 24 million Australians of the population on it. So pretty much every man woman and almost child is on Facebook. So

the same way I place a Facebook ad for a small business owner doesn't matter if there are a plumber a coach a property agent. It's exactly the same.

Tim

I'm just looking at some of the things that you're going to cover this in one day. And it's pretty extraordinary. You going to break down your highest converting Facebook ad you got an email subject lines that create a 43 per cent higher open rate how to use Google Search to get 100 leads per month. I mean I love all these I love the headlines you know under themselves but is it then realistic for a small business owner who's going to attend one of your courses to then go back and be able to implement this stuff.

Cham

Yes for sure. I mean not obviously every small thing to the lowest level of detail but the biggest problem small business owners have is they don't have a map. So I'm going to give them my personal marketing map and break it down which is three solid steps and then into that marketing map. I plug in my top seven marketing methods so there's a whole bunch of marketing methods I've tried that don't work. I've spent many frustrated hours and money on them and I'll go through the seven that do work things like you've mentioned Google Facebook ads but for all the people who have spent money on Facebook ads I find that half the people have spent at least a hundred dollars on Facebook ads. But the reason they haven't spent a thousand or 10000 are like we have I spent 250 grand a year on Facebook ads is because they never saw return. They haven't got that system to unlock a 500 percent return. Once I share with them that system your marketing budget for Facebook really becomes unlimited. Because who wouldn't want to spend more money on a stock that's returning five times and it doesn't return five times a year. It's not a 500 per cent per annum. Usually the turnaround time is we're talking three months six months absolute max.

Tim

That's awesome and you're going to very shortly share some ways we can do that. Just interested. You said you've tried a lot of different marketing things. Some failed dismally. Can you think of one where you went in with very high hopes and a month or two later you've gone Oh my God. That was a waste of time.

Cham

I would say one of the first ones we did was trade shows. We went to the mind body spirit festival we set up a store there. We did the whole thing doing the graphic design the billboards and organizing it all. We were there for the whole weekend. Very time and labour intensive. It barely breakeven. I would say so I had a lot of hopes for it and it was just a very manual way of marketing.

Tim

What if I said because sometimes you know as you would well know and I've spoken about this on the show is that marketing is made up of two components a message and medium to many people race to the medium and get that sorted out first. So the medium in your case

was the mind body and spirit festival. Maybe that was right but you got your message wrong or do you think you've gotten your message right. You were just in the wrong place.

Cham

I think the message was okay. We were just starting off they could have done with some help. The medium was once again still a little bit manual because one of the other things that I try was like networking events or random things that don't involve trusts like having a fishbowl competition at a cafe and people dump business cards and things like that. They're just not very scalable. Like you can't decide to 10x that kind of marketing method as opposed to things like Facebook ads you can 10x it without having to spend ten times more time or resources.

Tim

All right Cham. Well I want to get stuck into these Facebook tips by the way everyone if you if Cham is kind of floating your boat and you're thinking I reckon he could help me with my marketing go to authentic.com.au And you will be able to register for this these one day courses that he's running around Australia and New Zealand in June and July. Now Cham you spend 250 grand of your own money each year on Facebook ads for a 500 percent return on your investment plus you're a Facebook professional certified planner can us mere mortals achieve similar results? And if so how?

Cham

Yes definitely. I was talking about a 500 percent return. The returns would actually be higher if I was spending a little bit less money I'm spending 250000 a year. But it was more like 50000 a year. I'd be getting like a six or seven hundred percent return. Reason is there's only so many of the perfect ideal customer on Facebook and I just expand that out a little bit. So I mean common questions I usually get with Facebook advertising is how much do I need to spend. The short answer is minimum five dollars a day. Is it B2B or B2C. I'd say it's both a lot of people say what about linkedin ads I say. Have you tried linkedin ad? The platform isn't nearly linked in ads it's like a toddler whereas Facebook ads is like placing ads with a university students

Tim

Linkedin ads look invisible I can't even think where they appear right now. Facebook very obvious.

Cham

And people always pull out the stat you know what about if I want to look at a manager or a CEO and they're on LinkedIn. Well surprise surprise the manager and CEO is also on Facebook but they actually use Facebook regularly because they've got friends and family that want to keep in contact with. How often do you think a CEO is actually on LinkedIn and if they're not on LinkedIn How can you advertise to someone who's there is not there. So it's Facebook all the way.

Tim

Interesting you say it's B2C and B2B 50/50 split or it really is predominantly a B2C marketing medium. But as you say I mean the CEO is still a person and still has family wants to check what they're doing so they're on Facebook. Is it a skew towards B2C?

Cham

It is skewed towards B2C just because that's a bigger bulk of revenue that's that's generated in general. But you're correct what you say Tim you're not advertiser tour company no matter how big they are. Even if you're advertising to Westfield it's really the decision maker in Westfield. And people are putting their job titles in Facebook now so I can see people who like Westfield as well as people whose job title is H.R. manager or whoever it is that you're trying to get in contact with.

Tim

The discussion we're about you're about to give us up to 10 points on how to get a 500 percent return on our Facebook advertising but do the same principles that you're going to share apply to Instagram?

Cham

Yes they do. So Facebook owns Instagram and 95 per cent of what you can do on Facebook you can do on Instagram as well. The other 5 percent is just things like video length. You have shorter videos on Instagram versus Facebook but everything else is the same so if I was to place an Instagram ad right now the first thing I do is go to Facebook.com/ads and I create an ads account. So the back end of Instagram ads is exactly the same as Facebook. It's just another little button I hit you know I can choose to place an ad on the right hand side column mobile News Feed stories and there's another little button that says Instagram News Feed that that's all there is. In the same way.

Tim

As a business owner how would I make the decision as to whether to advertise on Facebook or insta?

Cham

I would do both. I'd be creating an Instagram profile and Facebook and just do both and let what we call the algorithm. You always hear this term it's their secret sauce. They figure out where the best clients are for you. They spend billions of dollars on this algorithm just let it do its work and broaden the funnel so that they can pick and choose out of more people who would be your best client.

Tim

So just to be clear you are not as the business owner the advertiser choosing Facebook or Instagram you just ticking a box says put my ads on both and you guys decide where correct?

Cham

Yeah. You can put it in. It's what's called placements. You can put it in 10 different placements. Facebook news feed on mobile desktop news feed right hand side column Instagram news feed. There's one called Instant stories applications. Now sometimes you might be on an app like candy crush you might say one of the ads that we place there or you know Facebook ads.

Tim

Does that influence the creative then? Do you have different creative for Instagram versus Facebook and do you have different creative for right hand side versus inside the news feed or is it the same message each time?

Cham

It's pretty much the same. And then you let Facebook do the mixing and matching for you so you should always be testing as a marketer. So we might create an image that we find image and video ads work the best. Right now still and the easiest for people to get their head around if they're starting so we'd like to create a video that's a square video that's one or two minutes maximum in length and apply across all platforms and image as well. You can do a square or a standard rectangle image. And that goes across platforms. And then let Facebook do the mixing and matching for you. It will decide that this particular image of the girl laughing does better for Instagram news feed and this video of the mobile whatever it is does better for Facebook. Desktop as an example.

Tim

Cham 10 things to help get a 500 percent return on our investment from Facebook ads. What's the first one?

Cham

So by the way I just want to prefix that these 10 things are really quick wins that a lot of people probably don't know that they could do with Facebook. I've just learned from trial and error. So the first one is.

Tim

Cham by the way. I love quick wins and I know listeners do too. The marketer in you. I love it because just those little phrases like quick wins it's going to get people to sit up and pay attention so there's a lesson in what you did just then and that's to find those little emotional statements in your marketing copy in your marketing conversation for your business to get people to sit up and take notice.

Cham

That's right. The buzz words.

Tim

The buzzwords. Number one buddy?

Cham

Let's go. Number one would be to spy on your competitors ads. So you've got competitors out there. They could be in Australia. They could be overseas look for their Facebook page and you might some find someone in Canada that does a similar thing to you then go and Google Facebook ads library. Facebook ads library. This is a new thing that's come out in the last month. Facebook after the whole Russian election thing. How supposedly the Russians were placing ads to meddle with the US election and got Trump voted. They want anyone who's placing an ad to be more transparent. But how we use that as small business you can go to the Facebook ads library typing your competitors name and you can see all the ads that they're currently running. Why that's good is you should screenshot those ads. Start creating a library of them yourself. Come back in two weeks time. And if they're still running those ads that probably means it's working for them. Now you can take the ads that are working for them and you can model them as in changed them up a bit. Keep the structure but sliding your own images your own your own product. So that will be the first thing. Don't start your ads with a blank slate. Start with something that's already been proven in your industry that's working but just happens to be in another city or another country. And they're not direct competitors so to speak.

Tim

Well it's interesting so just on that because one thing we've spoken about previously on this show is stop watching your competitors and and tell your own story. But clearly there's room for both. So what you're saying is look at these guys ads and then you say not really competitors just businesses in the same space as you are but geographically separated maybe overseas.

Cham

That's right. I mean I wouldn't really count this as watching your competitors I know what you're talking about there. This is more about market research. So if someone was placing a Facebook ad they'd probably go out and look for Facebook ad template. But why get a generic template of a blog post from six months ago when you can see what's working as of last week from someone just happens to be in another country.

Tim

Like it buddy. Number two?

Cham

Number two would be this concept of lookalike audiences. People don't understand that it's not about having the best food when it comes to your business that's important but it's about having this hungry crowd. So one of the most important things in your Facebook ad is who you're targeting. And the easiest way to do that is to give Facebook examples of your best clients. So if you've been in business for a while or if you've got a Facebook page and instagram profile a Web site you can say to Facebook a number of things here is 200 mobile phones or email addresses of clients who have purchased or prospects who are interested. Upload them to Facebook. You create what's called a custom audience. Then you say out of this custom audience of the people I just uploaded find me 160000 people in Australia who look exactly like them. And then Facebook with its algorithm will find a match. It will go

through all the hundreds of different data points of all of those people find similarities and within in about four hours you'll have 160000 people. In all my testing of different audiences lookalike audiences are always in the top one or two types of audiences. It's a lot better than trying to rack your brain thinking all they have to be interested in this book. They have to like this kind of page. It's not as good as a look alike. And you can create that if you've got at least 100 Likes on your Facebook page which hopefully you haven't paid for those likes. Like they're not all in Zimbabwe or something like that. No offence to Zimbabwe but if you go at least 100 Likes 100 visitors on your website you can say to Facebook find me people who look more like these people and you essentially duplicate your your results.

Tim

It's one of the great things about social media versus above the line advertising. This is very little wastage that look like audience are going to be people who are going to be hungry or at least interested in what you have to sell.

Cham

Definitely. Essentially it's not like cheating it's like a shortcut. It's just I got a whole bunch of customers. Can you find more exactly like this. It's better than any PR company or anything could ever do in that way because it's so niche.

Tim

Facebook tip number three Cham?

Cham

It would be that you don't need a website. Some people think if I do Facebook ads I'm going to create like a landing page or website and then now am I doing click funnel and I just get lost down this rabbit hole. But there's a thing called Lead pages so not like page lead forms lead pages is different company lead forms in Facebook where people can fill in an opt in form without leaving the Facebook platform. So if you imagine someone is scrolling through their news feed they see your ad and they think I'm interested in that. I put my details in. They click a button up pops a form still within their Facebook news feed it pre populates their name email address their mobile number if they've given it to Facebook which most people have for security reasons. All they have to do is click the Submit button and you're done. No landing page no Web site nothing like that.

Tim

Does that mean that Facebook retain all that data or at some point can you scrape that data and put it into your own content management system?

Cham

Yeah you can scrape that data for sure it's yours. I mean that's why you placed the ad. You get that information by logging back into Facebook and if you want to automate it you've probably heard of something called Zapier it automates a whole bunch of different online

programs. You can automate it so it goes straight into your MailChimp or whatever you're using to send out messages.

Tim

Number four?

Cham

Number four would be square videos. I mean everyone should use videos where possible because they build trust more than anything else that you can possibly do. By meeting people face to face but square videos take up 78 percent more real estate than rectangle videos. Just because of the size of them and how they API someone's mobile phone so where possible. Make your videos square if you've got an existing rectangle video. I mean it's easy done you just chop off the left and right parts. As long as there's no vital information there which there usually isn't. Just make it square. It's a real quick and easy win. I mean the next time you see an Instagram or Facebook ad that has a rectangle video I don't know what they're doing. Really. It's just such a waste of space.

Tim

Technically I'm just I've just opened the video on my smartphone now it automatically just does rectangle doesn't it.

Cham

It automatically does a rectangle. That's because that person's video isn't rectangle. Yes but if you imagine it was a square video there'd be another. Whatever that is another 50 percent of space below that that video would take up so much more room on your mobile phone which is just a lot more compelling like people can see your face better on a square video. They can read the text better. All of these things.

Tim

So how do you repurpose a video from being rectangle to square a software or?

Cham

You can use any video editing software we personally would use something like Filmora or Camtasia. Filmora is the cheaper 100 dollar version camtasia is a few hundred dollars and then when you export the video you choose the ratio. So instead of doing as typical ratio of 12:80 pixels by 720 you do 720 by 720.

Tim

Number 5?

Cham

That would be captions so a lot of people most people would watch videos silence because they're either at work they may be on the train in the toilet their partners sleeping next to them and they don't want to have noise and if you don't have captions on your videos you're missing out on like two thirds of the people who watch a video on mobile phone so

definitely you want to be adding captions to all your videos otherwise it's 100 percent wasted money for placing a Facebook ad or Instagram ads or any type of ad that has a video without captions.

Tim

How do you add captions?

Cham

There's many different ways you can do it gets a little bit technical. The easiest way for people listening out there. I'd go to fiverr.com and get someone to add captions on your videos. Otherwise you're going to do a tricky thing with VLC Media Player. It's outside the scope of this.

Tim

Well that's interesting. For some reason I thought and correct me if I'm wrong but YouTube add captions automatically. Don't they have some kind of AI bot that can listen and then create the subtitles?

Cham

Yeah. So that's a good point you bring up. What I'm talking about is baked in captions so YouTube will add captions for you but they overlay a captions file over the video. But if you go and export that video the captions won't be baked. We want to make sure that the captions are baked in because when you start testing videos with captions on different platforms and mobile devices it's very finicky. So as an example when you place a Facebook or Instagram ads you can upload a captions file a captions file is an SRT file you can upload their file but you'll be very frustrated that it doesn't appear on every device. So the safest way is to just bake them in so it's in the video once it's in the video. You can't even extract it even if you wanted to.

Tim

I haven't mentioned fiverr on the show for a while but that's a website that's been around for a long long long time and you'll get some amazing stuff done on there. No more as it used to be remembered when it launched it was like you could get things done for 5 bucks that's why its call fiverr no longer the case anymore but just to give us a sense Cham of what would you expect if I sent someone a five minute video on fiverr to bake in the captions what would I expect to pay?

Cham

You'd expect to pay anywhere between 10 to 20 dollars. You can get the captions transcribed I mean we all talk about Rev.com they transcribe anything for a dollar a minute and this lightning fast. The turnaround time is like 24 hours sometimes. Sometimes we've had it done in four hours for a dollar a minute and then you'd take that captions file which cost you five dollars until the person on fiverr Hey can you bake this in. It's probably gonna end up costing you a total of 15 dollars.

Tim

Awesome. Okay. Gee were halfway Cham. Number 6 Facebook tip?

Cham

Do you want me to speed up?

Tim

No. I'm really enjoying this. Classic marketing and I imagine this is what you're one day courses like lots of practical tips. I mean everything you've shared so far. What I like is that it's very implementable. It's a little bit geeky but it's very understandable and clearly I can imagine someone listening who's spent 100 bucks on Facebook and been demoralized by the whole experience now going jeez I'm going to do this again I'm going to spend another 500 bucks or five bucks a day and apply these tips and I imagine the return will increase.

Cham

That's definitely my goal. I mean I wish I could be in front of people live in person because I start showing graphs and walking them through the steps of actually how I would place a Facebook ad and all these different things. But yeah I show that at the one day course.

Tim

Numbers six?

Cham

Number six is all about building relationships because I feel that far too many marketers and business owners we want quote unquote the sale right now. So we talk about how good this special offer is but I always say that marketing is like matchmaking. You know I don't just meet a lady and then ask her to marry me straight away. There needs to be a warm up phase of building a relationship. So in this day and age the way I like to build a relationship is by giving solutions to people's problems in the way of education because it's free. It builds trust and because I'm educating people I have their time and attention. So all of these great things come with giving away education and any company can do it. I mean I was talking to a lady who did brow bars in Melbourne so she would paint eyebrows on women essentially. I'm sure it's not exactly like that but that's what it is.

Tim

I've actually interviewed an owner of a brow bar. But I won't get into the detail it is more than that just in case you speak to her again Cham know that it's more than painting. They do threading I can take you through threading but I won't right now. Keep going.

Cham

So I was talking about you know what could you educate them on someone who's looking for your services. They're probably looking at you know is it safe. What are the dangers of it. So you could put out an e-book or a video or something all about these solutions to problems she's currently thinking of right now. So don't say you've got a special on right now. Talk about all of these other issues. And then later on on the second date so to speak.

That's when you can bring up how about you come in for a free consultation or something like that. They always want a big building relationships with your offer all of the Facebook ads we run. Very rarely do we ask for a whole bunch of money upfront. It's always how can I give value. Some of the ads that I run don't even have a call to action. They just here's a video giving you value because I'm on warming you up by giving you some great information first. All the information of course we have a fantastic. But if I just kick down the door and say hey I'm Cham I've been doing marketing for so long you want to do like a marketing course or something like that. It falls on deaf ears and people want to try before they buy these days anyways. They want to have a go at something.

Tim

Well there's a couple of things there. I mean that the whole concept of being helpful in your marketing. I mean I've banged on about it now for years and years and years it works. You know when you're helpful you draw people towards you. You become a trusted source. You make it easier for people to make a more informed purchase decision and when they are ready they come to you. And often they're less price sensitive because you're been the helpful guy in that industry.

Cham

Exactly. Great point. I mean this is the whole concept with the Internet got born a new marketing method that we call freemium. It's like free with premium. You can get a whole bunch of stuff for free on Gmail on Spotify on Evernote. All these applications and you just give so much value a small percentage of people of their own volition will be like Hey I'll pay for the premium version and then it makes everything worthwhile. That's exactly how I run my business. I just help people as much as I can every which way. And people of their own volition think hey Cham how can we learn more and then you mentioned something and that's it.

Tim

Given you subscribe to the whole idea of being helpful giving all your knowledge away. Like you are on this free podcast right now. Is there a point where you go. I feel like I'm giving away too much or do you subscribe to the Jamie Oliver school which is give it all away because they're still going to want to buy your book and your videos and all that.

Cham

Yeah I subscribe to give it all away. It's not that I'm trying to give everything away and drop in my pants to speak. It's more that every opportunity I have right now on this podcast I want to give as much value as I can in this podcast whether or not someone sees me again or comes to a course or calls our camp that doesn't really matter. My main job is to give as much value as possible but I know it's not like these are the only tips I've got I don't have to protect these 10 tips.

Tim

Number seven?

Cham

Number seven would be to test. I think a lot of people try something like they spend fifty dollars on one ad with one audience and then I think it didn't work and they just give up. But you got to test. You got to test for at least seven days and you get to test with at least three different audiences and at least three different types of ads. That would be the minimum amount of testing and that testing by the way could cost you just 100 dollars. It's actually a lot better for small business owners out there to spend more time on the marketing as in test for a longer period of days as opposed to spending more money because it's just the way Facebook works it can pick and choose when ads are going to be the cheapest for you. So a test at least three different audiences at least three different ads over a seven day period for at least a hundred dollars. And before you think you know this 100 percent isn't working for me. That's to be a testing period. It'd be like if I was a stand up comedian and the very first joke I told no one laughed I think ah my jokes don't work because I've got to test different ways to deliver them a few different audiences a few different jokes and then once the good news is. The great thing about having a system that works for you. You only have to get it right once. So think of it like you're a chef in the kitchen like Jamie Oliver you're cooking up different recipes. You only have to get one recipe to work and you can use it for the rest of your life.

Tim

And in terms of testing and knowing what's working what's not clearly the best outcome is a sale. And the idea is it's getting the most sales but what are your other criteria for success is it like shares comments. Is it clicks through to your website grabbing an email. How do you know what success looks like?

Cham

There's many different metrics that Facebook gives you. I look at click through rate. So what percentage of people who see the ad are actually clicking. Look at they give you something called relevance. It's a score from zero to ten. Ten being unbelievable and then five being very average. So how relevant it is. I'll be looking at what percentage of the video that they watched. You can only do that for videos obviously but you could see what percentage of people watched it for 25 per cent 50 per cent three seconds of the video and you can even decide to what we call remarketing or retarget. We'll show a different ad only to people who watched at least half of it. But there's a whole bunch of different metrics here. The main one is click through rate. Then how many people opt in on the landing page and how many people decide to purchase a course after that.

Tim

Facebook number eight Cham?

Cham

A very small and quick win which is use emojis. So when you place a Facebook ad you can't increase the font size you can't bold and underline things. So you have to rely on emojis to do the formatting for you. And the reason that's important is if you just blew about a whole bunch of text it looks very boring to the reader. Text after text. So I use emojis. I got a

emojipedia.org emoji PDA dot org. And I look at emojis that are useful like it could be the smiley face. It could be a finger pointing down. That's actually the name of an emoji finger pointing down because I could say you know click the link below. I could use bullet points so I might have five reasons to respond to the ad but I get an emoji that's the number one two three four five. But it stands out for people you know love hearts arrows things like that kind of break up the formatting with emojis.

Tim

What do you say to the business owner that goes well I'm in a serious business here it's all very well for Chairman you know put in the finger pointing down Emoji are you being too flippant or?

Cham

Not all emojis have to be like the stinky poo emoji or very comical. There are emojis that are more like you could do arrows instead of doing bullet points. Actually there's an emerging Arrow or ticks is who it's for and the other thing I'd say is the numbers don't lie emojis get a twelve percent uplift in click through rates.

Tim

So I do like the stinky poo emoji just to be clear. Number nine?

Cham

The number nine would be evergreen ads. Evergreen means it never gets old. So let's say you've got an ad and you say I've got a special in the month of October 2019. The problem with running an ad like that is I can't come back in three months time and just switch on that ad. I like to have my marketing be very automated once I've done the setup I want to be able to switch it on and it's all good to go. So if you do evergreen ads they don't have a date they don't have a time. I'm not locked into certain things like I run ads for different cities. I don't name all of the 10 cities I'm going to because I might want to do an 11th city next year. Why is this important. Because I get to compound my likes comments and shares so the same ad that I ran a year ago that now has 100 Likes 20 comments and five shares if I decide to switch today it starts with 100 Likes 20 comments and five shares. And that's massive social proof and trust. And in two years I once had an ad. We've retired this course but I had an ad that got up to eighteen hundred likes 500 comments and 200 shares roughly. That's massive social proof. When someone sees that you can only do that with Evergreen ads.

Tim

And if I had a drum roll I'd put it in right now. But number 10 Cham?

Cham

Ten would be by the way these aren't necessarily in order. Handle objections in your Facebook ad a lot of marketers and business owners we get so on this track about saying how good something is that it doesn't even enter our mind about what about the bad things. So think about your ad. Think if I was my ideal client reading this and I was a bit

sceptical what would I be sceptical about what would be my objection. My objection would be what if I am not good with technology. Well if that's true then put that in the copy. So as an example for my marketing ads I'll say learn how to get a 500 percent return on every marketing dollar you spent. Even if you're not tech savvy have a small budget or you're starting from scratch because I know those are the three biggest things stopping people of even thinking about marketing in the first place and they're simply not true. Like you don't need massive budgets. You don't have to be doing an I.T. degree just a place of Facebook ad.

Tim

Love that. What about handling objections in the comments under the Facebook ad. I see this a bit in. In products that come across my Instagram or Facebook feed and I go and look at them and see what others are saying. Often there's a lot of negative comments but the advertisers not responding to them. Are they taking it off line or what's happening there?

Cham

Yeah that's pretty terrible. So I mean part of the checklist that I run for placing Facebook ads or any type of ads you get to come back every couple of days at least. And if the comments are just hateful it's not even constructive criticism. I'd delete them and banned the person if the comments are good I reply to them. I asked them other questions I help them if it's constructive criticism I'm all for that as well because if other people are thinking about it like some people might message back Hey why is this event free is it just going to be a massive sales pitch. Well then I explain. We run our business it's like freemium marketing just like Google and I have an answer for everyone to see because that's what it is. A small tip on the side while you're replying to these comments. You might end up having 100 people who like your Facebook ad you should go in and invite them all to like your Facebook page because that's just free people so to speak who now will like your Facebook page and you don't have to pay to grow your Facebook likes. But I would respond to comments. Same thing I do to google reviews and Facebook reviews. I mean fingers crossed we won't get any bad reviews but I go in and respond to any ones that constructive criticism or even the good ones just to engage people even more.

Tim

Love it Cham but they are really good tips. Every single one of them is implementable I'll create a list of those and put them in the show notes over smallbusinessbigmarketing.com/461. But even more importantly if we have peaked your interest as a small business owner listening who wants to improve their marketing not only nail their Facebook advertising clearly Cham is an absolute champion at Facebook ads but thank you Cham. Ladies and gentlemen Tim Reid. You obviously also cover a whole lot of other stuff seo Google email subject line writing a whole lot of other stuff so it's a pretty good day for free. I would suggest you go along. You can find out all the details and register over authentic.com.au Cham Thanks for sharing buddy. Really appreciated.

Cham

All right. Thanks for having me. I'll just leave everyone with how I'd like to end things and that's my favourite quote of all time which is you don't have to get it right. Just have to get it started. Thanks for having me Tim.