

Leads!

The Leads Are Weak!

# Who am I?

- National Collegiate Scouting Association
  - Send a Coach to a High School – educate and build awareness
  - Parents sign up on a list
  - “Scouts” fly into town and conduct “evaluations” with parents at the local holiday inn – reverse sell

# Can't We Do this on the Internet?

- Google PPC
- SEO
- Affiliate Deals
- Takkle.com
- Facebook/Twitter Posts
- Blogs - Newsletters
- Facebook Ads

# The Power of Free

New Skis

# AuditionU

- Facebook Only
- Students – The Power of Free
- Colleges – Free Trial

# Who am I?

- Matchnode
  - Financial
  - Higher Ed
  - Real Estate
  - Solar



# Agenda

- Part I – What's Your Strategy?
- Part II – Campaign Structure
- Part III – Conversion Optimization

# Leads on Social vs Leads on Search

B to B Leads vs B to C leads

# Paid Social vs Organic Social

# Success of Paid Social

- Creative
- Targeting
- Conversion Optimization

# Strategy First – How do you generate demand?

Why the hell should I give you my info?

- Create awareness/branding first?
- Give something away? – Free Trial?
- Reverse sell?
- Informational – Learn More
- Straight Sell Get Contacts

# Awareness

- Features and Benefits
  - Utility -
  - Intrinsic – Status?

# Awareness

- Branding at a high level



# Vacation Examples

# Give Something Away

- The Power of FREE!!!
  - Samples
  - Information
  - Ability to Win

# The Reverse Sell

- Do you qualify?
- Can you save?

# Straight Sell

- Superior Product

# Part II

- Campaign Objective
- Budget Structure
- Audience Targeting
- Tracking

# Facebook Campaign Objective

- Build Awareness
  - Video Views
  - Landing Page Views
  - Brand Awareness
  - Reach
- Generate Conversions
  - Conversions
  - Lead Ads

# Twitter/Pinterest Campaign Objectives

- Twitter
  - Clicks or Conversions
- Pinterest
  - OCPM vs

# Facebook Budget Structure

- Ad Set Budgeting is Disappearing – Why – All About the Auction?
- The Move to CBO – Large Budgets
- Lowest Cost, Value, Bid Caps Target Cost



# Facebook Targeting

- Interests/Demographics
- Custom Audiences
- Lookalikes
- Broad Algorithmic Targeting

# Lookalikes

- The More the Better
- Bigger Than Ever
  - Don't narrow with interests
  - Age and Geo can be tested

# Broad

- Within a CBO Structure
- With a Catalog (typically e-commerce, not leads)

# Part IV - Creative

## Ads

- Facebook
- Pins
- Tweets
- LinkedIn

## Landing Pages

# Facebook Creative

- Image Ads
- Video Ads
- Carousel Ads
- Collection Ads
- Leads Ads

Hint: Run them everywhere – All placements, Mix formats as much as possible

# The Conversion Funnel

- Awareness/Traffic/Video Views
- Builds Custom Audiences and Lookalikes
- Conversion Ads

# Facebook Leads Ads

- Zapier

# Landing Pages

- Mobile First!



# Examples – All Available Under Info and Ads

- Power Scout two Step
- Lending Tree
- Ford
- NCSA -