

# Lead Form Magic ✨ Transcript

## Budgets & Targeting

In the last video I mentioned targeting and budget so before you start to freak out and wonder what this is all about, I'm going to talk about them right now.

Over the past couple of years when it comes to Facebook ads, we really get to simplify our targeting more than ever.

It used to be a lot more complicated and yes there are some complicated things you could do down the track. But again, I want to get you some leads. That's what this course is all about. So you are going to be using very simple targeting.

In order to do that, you're going to answer these questions. Who is your ad for? Men or women or both? Keep in mind, this is for all the ladies out there, but we are usually the purchasers of the presence. We're usually the booker of the appointments. We're often organising the tradies. So sometimes it is better off. Just show your ads just to women.

As part of this course, I'm going to be setting up an ad for a dad's camp. Now I thought to myself, I thought, am I going to show it to the men or am I just going to show it to the women?

And I honestly think I'm just going to show it to women just to test it and see how it goes. But also it's because part of that target market is they send in the dad and the kids away. Well, mom's going to be pretty happy about that. And she just might sign up for that on Facebook. Each demographic is a really important one. On Facebook you get the opportunity to choose between 18 and 65 plus. For some reason, people over 65, it's a pretty broad age group. It could be anything up to 90 or 100.

Those people seem to like to click on things on Facebook, I've noticed, and they don't always buy. So just be aware of that, even if you do want to go broad, maybe just sort of narrow down that age range a little bit.

Location. This lead form course really is for local businesses. So just be aware you can target your local suburb, you can target via postcode, you don't have to go super broad sometimes going a bit broader is better and then we'll talk about that when I set it up.

But just location, it's a big one. At the very least you might want to choose Australia rather than all over the world.

And what interest do they have? I'm going to talk about sort of size range when it comes to your audiences for your ads when I'm setting it up.

But if there is like a general interest, as I said before, veganism might be an interest because you're showing your ads to vegans because it's a vegan event.

That might be an interest. Otherwise, you know, if it's something like tradies, maybe you want to go for the block or maybe you don't want to do anything at all.

Budgets, how much do you want to spend? And I know everybody wants to spend as little as possible, but you do need to spend enough to see results.

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As an example, when it comes to setting a budget, because most people have never done this. Before, think about it this way, if you're going to spend \$10 a day and every person that signs up to your lead form, which is your lead, you know, what I'm going to call a lead as part of this course, that's \$5, you're going to get two lead it's per day or 14 leads per week, 60 leads per month. Like that's pretty freaking cool if you think about it.

Like you've also got to think about how much is that lead worth to you. For example, if you're listening to this and say, I'm so happy to be here. I'm so happy to be here. Out of those 60 leads, you might get 10 bookings and those bookings are all worth a hundred dollars.

So \$10 a day is \$300 a month, but then all of a sudden those 10 bookings have turned into a thousand dollars a month.

You've just made yourself \$700 profit for not doing much at all and just buying this course. And the other cool thing is that those people might turn into customers down the track.

In the first video, I talked a lot about like, hey, the worst thing you can do after running this course, after creating some links for your business is to not follow up with them.

Just keep in mind, this game is the long game. So if you are running ads to get people's email addresses, make sure you email them later.

That might look over a month. If you increase the budget, \$30 per day and the cost per lead is still \$5, you're going to be getting six leads per day, 42 leads per week or 180 leads per month.

Again, pretty freaking cool. \$30 per day. A is still \$900 a month. It's not huge for a lot of businesses to be bringing in 180 new leads per month. That's why I like these ads.

Where you're going to set this up is in the ad set level. So that's where we are right now.

Now you've had an idea of in terms of budget, what you want to be spending in terms of your budget, even starting out at \$10 a day.

I wouldn't encourage you any lower. Might be a bit scary, but you need a bit of money to play in that auction. Like I said in the last video. So you need that and also have a think. About that targeting whether they live, what age and what gender and what interests they might have.

Next stop will be the ads.