

How to use Facebook Ads to make money with MOBE.

Since we already have [proven business system to make money online](#) ([read this article](#)) next thing we need to do is simply drive traffic into our marketing system.

Read this article to learn how you can use Facebook PPC campaigns to drive quality targeted traffic to your referral links and [make money](#) faster.

Building your Brand using Facebook

I like to work with Facebook because while creating my **Facebook PPC campaigns** to make money, I also simultaneously build my personal brand which helps me to make even more money with come the time.

Step 1. Start your own Fan Page



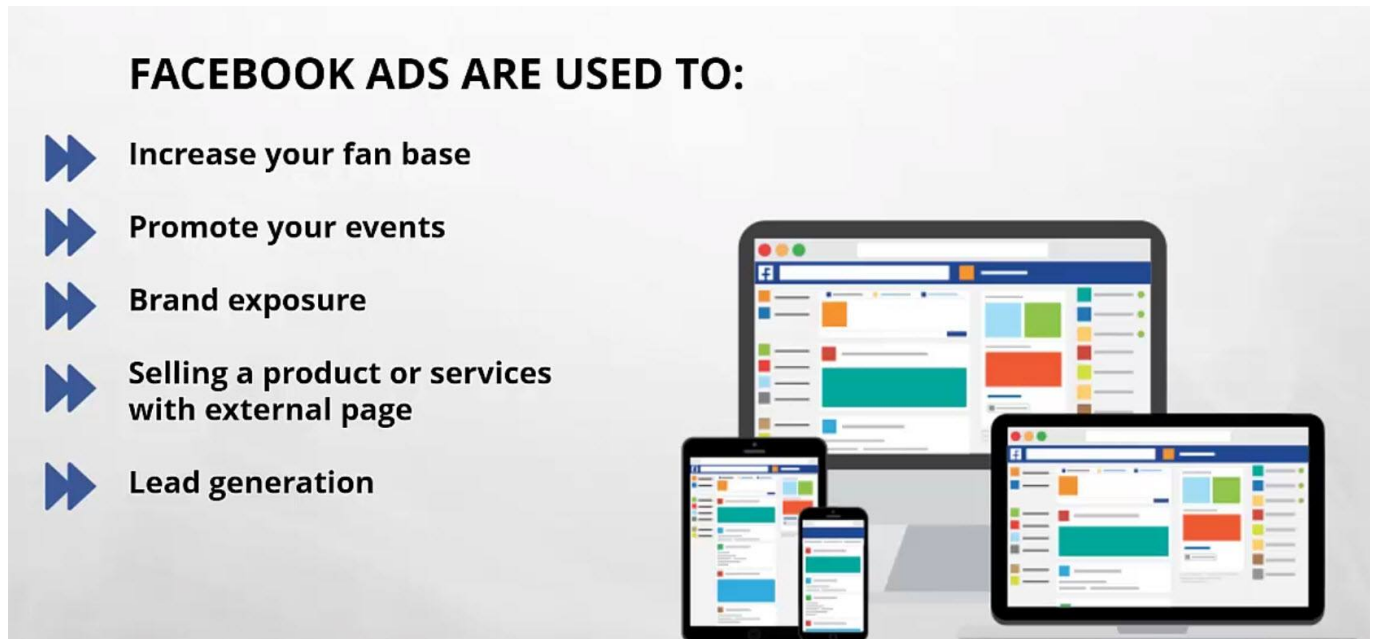
Gena Babak's Facebook Fan Page

So first we will need to start your first Facebook Fan page.

And our goal will be to **get 10 to 20 000 fans in the first year on Facebook**. This will be our laser targeted audience for making business online and they will continue to follow you as long as u continue to provide value for them.

Learn How to Set Up a Facebook Fan Page

How Facebook ADS help us?



Facebook ads mastery

1. Increase our Fan base
2. Promote our events
3. Brand exposure
4. Selling a product or services
5. Lead Generation

Step 2. Identify your offer - focus on 1 offer at the time

We will be building your business around this offer , so you should pick up a good one - offer that converts good.

Es an example I will choose [MOBE MTTB](#) offer (**My Top Tier Business: MTTB** 21 Steps System is MOBE's premier commission generating system where you can get \$1,250, \$3,300 and \$5,500 commissions deposited directly into your bank account without ever making a phone call).



FREE! 21 STEP PROGRAM

Get \$1,250, \$3,300 and \$5,500 Commissions Deposited Into Your Bank Account...

Without **EVER Having To Pick Up The Phone!**

Get Instant Access!

Edit your caption text here

Step 3. Define your target audience

Next step - we need to discover who can be interested in our offer = discover our audience. For MOBE MTTB product this could be:

- internet marketers
- affiliate marketers
- network marketers



HERE ARE SOME FB AD TIPS:

FB Ad tips #1:
Research FB interests, this is similar to finding targeted keywords. The advantage here is that facebook suggests you related interest's. Always target bigger reach in order to minimise advertisement cost.

FB Ad tips #2:
In case of running Page Like / Promote Your Page ads, use "Click like if you love" phrase. Example: "Click like if you love Pitbulls" for promoting a pitbull lovers page.

Facebook ads tips

Below is example from my Facebook AD Audience for selling MOBE products

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

- Affiliate marketing
- Network Marketing Pro - Eric Worre

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Connections ⓘ Facebook Pages ▾ ×

Exclude people who like your Page ▾

- Gena Babak Live ×
- Add another Page

Step 4. Define your budget!

Next you must define how much you can afford to spend monthly and then divide this figure on 30 days to know what your daily budget is. You can start for \$5 - \$10 daily budget.

What to expect from \$10 a day budget?

If you have only \$10 a day budget it is better to:

1. **Spend \$5 on getting likes to your Fan Page** - because we are going also to create Ads that are going to target your fans... **This is really where the money is when it comes to monetizing your Fans.**
2. **Spend \$5 on driving traffic to your offers.** This budget will give you 1-2 lead a day.

The idea is to grow your Fan page to thousands of engaging Fans and then make money by promoting offers to these FANS.

Facebook Ads report interface showing performance metrics for a campaign. The 'Estimated earnings' column is highlighted with a red box, showing a total of \$306.21.

Channels	Page views	Clicks	Page CTR	CPC	Page RPM	Estimated earnings ↓
Facebook	35,689	785	2.20%	\$0.39	\$8.58	\$306.21
Averages	35,689	785	—	—	—	\$306.21
Totals	35,689	785	2.20%	\$0.39	\$8.58	\$306.21

How to get 10-15 leads a day?

To get 10 to 15 leads a day you should really be spending \$20 a day on an AD that is driving traffic to your offer. As you see starting from Silver Masterclass package with will cost you 2500 usd you can get very good return on investment even with such a small budget on Facebook traffic like \$ 20 a day (\$608 a month). But you should expect that this kind of profits will need you to work consistently and I also included in this formula only 10 % conversion on leads from your follow up sequence.

MOBE Business Model Calculator using Facebook traffic

This is what you can expect using Facebook AD traffic for MOBE Marketing System

Matt Lloyd MOBE Business Model + Facebook traffic				
# of new students	Comission	Period	1 month	Profit, usd
41	\$44,00	1,00		\$1 782,00
Silver				Conversion
5	\$1 250,00			12,00%
Titanium				
1	\$3 300,00			\$4 811,40
Platinum				30,00%
1	\$5 500,00			\$4 009,50
Diamond				50,00%
8	\$10 000,00			\$81 000,00
				20,00%
				\$0,00
				25,00%
Total revenue based on # of new students / month				\$97 677,90
Total revenue based on # of new students / year				\$1 172 134,80
# of clicks a day	# clicks a month	Cost per click	Budget a day	Budget a month
135	4 050	\$0,15	\$20	\$608
Leads a day	Ledas a month		FB opt in conversion	
13,5	405		10,00%	
New students a day	New students a month		Follow up conversion	
1,35	40,5		10,00%	

Facebook Likes campaign badget

You may also want to spend at least 10 a day on your Facebook Likes Campaign to get more fans in time.

Your budget on Facebook likes for your Fan Page				
# of clicks a day	# clicks a month	Cost per click	Budget a day	Budget a month
135	4 050	\$0,15	\$10	\$300
New Likes a day	New Likes a month		FB Likes Conversion	
14	405		10,00%	

If you take both tables you will get \$908 Advertising budget for month to get traffic and leads. Couples of such months and you are in business.

How To Build Your Own Facebook PPC Campaign From Scratch

[Watch this article on Instructable](#)

[9 Useful Places To Learn About Facebook Advertising](#)