

THINGS I LEARNED WHILE RUNNING A WORLDWIDE AD CAMPAIGN ON FACEBOOK

BY JULIAN MERGHART

Has anyone here ever been to a batting cage? Have you ever seen the texture of those rubber yellow balls that whizz by your head at 90 mph?

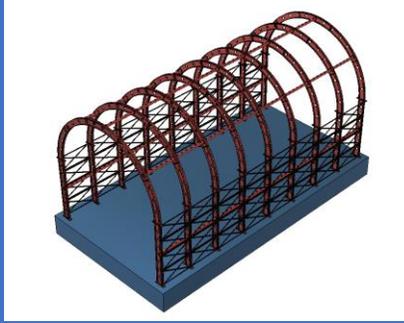
My first advice is don't ever let your kids in one of those miserable things. I was hit twice by an 80 mph ball in the batting cages when I was 11. First ball straight to the skull without a helmet – and the next one in the back when I was trying to get up. So now fast forward 30 years and I am still a bit slow to learn new things. This skill definitely took a while.

So now here I am again trying to teach something to others. Funny how life is, eh?

Anyway back to the rubber balls. Have you ever seen the small circle perforations in them? Well, imagine our land masses where shaped like that, instead of the way they are. All countries would have equal access to ports, and have an equal mass of land. How do you think that would change geopolitics? Can you imagine if Zimbabwe had the same amount of land as Israel? Can you imagine if China had the same number of ports as Mongolia?

Well, when you decide to do a worldwide marketing campaign, you better use your instinct for geopolitics. If you are reading this book to learn to market feminism in Saudi Arabia, you are out of luck. If you want to market beef in India, you might be out of luck too. If you are trying to sell pork to the Jews, you also might need a better book than this. If you need to find people who eat pangolin in Asia, you probably don't need this book at all.

But, if you have a great product or service that has global sales potential, then let's give this a try. Here is what I learned during my first Facebook marketing campaign. I threw a lot of money away so you don't have to.



One of my companies sells steel buildings. We design, manufacture, and ship them to every country in the world. Or we are hoping to eventually.

www.buildtexassteel.com

Really, for us, we hope to sell everywhere. Anywhere that a building can be built, we want to sell.

So, to boost our business and expand our international reach, we did our first ad campaign on Facebook. I am already a big fan and avid user of the platform, so I knew I would now be running one of those silly ads between the posts of cats, twerking and street fights I am usually interested in, and I was really not looking forward to people hating my ads and telling me to die on Facebook. Or that's what I was expecting anyway.

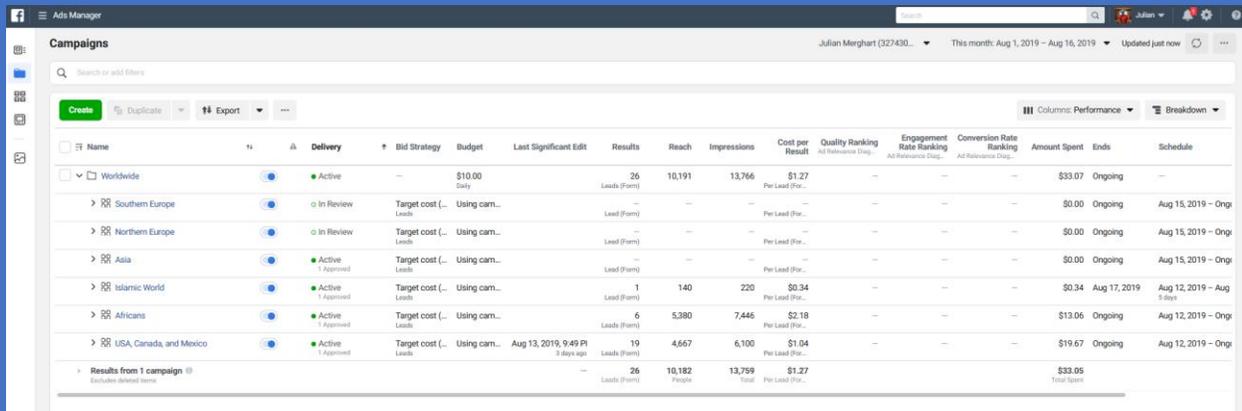
The Basics

On Facebook, ads are structured into 2 divisions. An ad campaign – and it's inherent ad sets.

The campaign is the entire breadth of ads – the big picture. The ad set is the targeted unit that allows you to compare different regions of the world or different groups of people.

For example – you can change things about who you target and where depending on the country you are targeting. One thing I learned when doing a global campaign is don't bother with choosing cities – choose groups of countries. I will explain why.

I broke my ad sets into regions of the world – not countries. They are as follows.



The screenshot shows the Facebook Ads Manager interface for a campaign named 'Worldwide'. The campaign is active and has a budget of \$10.00 daily. The breakdown shows the following regions and their performance:

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Schedule
Worldwide	Active	—	\$10.00 Daily	—	26 Leads (Form)	10,191	13,766	\$1.27 Per Lead (Form)	—	—	—	\$33.07	Ongoing	—
Southern Europe	In Review	Target cost (Leads)	Using cam...	—	—	—	—	—	—	—	—	\$0.00	Ongoing	Aug 15, 2019 – Ongoing
Northern Europe	In Review	Target cost (Leads)	Using cam...	—	—	—	—	—	—	—	—	\$0.00	Ongoing	Aug 15, 2019 – Ongoing
Asia	Active	Target cost (Leads)	Using cam...	—	—	—	—	—	—	—	—	\$0.00	Ongoing	Aug 15, 2019 – Ongoing
Islamic World	Active	Target cost (Leads)	Using cam...	—	1 Lead (Form)	140	220	\$0.34 Per Lead (Form)	—	—	—	\$0.34	Aug 17, 2019	Aug 12, 2019 – Aug 9, 2019
Africans	Active	Target cost (Leads)	Using cam...	—	6 Leads (Form)	5,380	7,446	\$2.18 Per Lead (Form)	—	—	—	\$13.06	Ongoing	Aug 12, 2019 – Ongoing
USA, Canada, and Mexico	Active	Target cost (Leads)	Using cam...	Aug 13, 2019, 9:49 PM	19 Leads (Form)	4,657	6,100	\$1.04 Per Lead (Form)	—	—	—	\$19.67	Ongoing	Aug 12, 2019 – Ongoing
Results from 1 campaign	—	—	—	—	26 Leads (Form)	10,182 People	13,759 Total	\$1.27 Total	—	—	—	\$33.05 Total Spent	—	—

NAFTA Zone

USA, Canada, and Mexico

Latin America

Brazil, Argentina, Peru, Equador, Columbia

Nordic Europe

Sweden, Denmark, Finland, United Kingdom, Ireland, Germany, Netherlands

EuroZone

Italy, France, Spain, Switzerland, Austria

Asian Fusion

Japan, China, Indonesia, Cambodia, Thailand, South Korea

Islamic World

Iran, Iraq, UAE, Saudi Arabia, Oman, Turkey, Qatar, Jordan, Syria, Egypt, Israel

Australia

For some reason they need to be alone in my mind

Iron Curtain

Russia, Poland, Crimea, Ukraine, Tajikstan, Estonia, Moldova, Slovenia, Czechia

Africa

Morocco, Nigeria, Congo, Benin, Togo, Kenya, Mauritania, South Africa

Island Nations

Cuba, Haiti, Madagaskar, New Zealand, Bahamas, Caribbean, Seychelles, Hawaii

Once you set them up, you can save them as ad groups! Handy!

You will notice that there are cultural and religious similarities here more than political.

Remember we are looking for common groups of people – not political factions. For something that crosses all religious barriers and really there is no stigma about it anywhere.

Everyone needs shelter! And underwear – if that's your product.

So – what we do is customize each ad set depending on what feelings we have about age, gender equality, and financial standing of each ad set group. So, for example, I felt like the Africans were an undiscovered gem in the sense that they have more money now than they ever did, and many countries in Africa are experiencing economic growth. Where there is growth, maybe there is a buyer for a building?

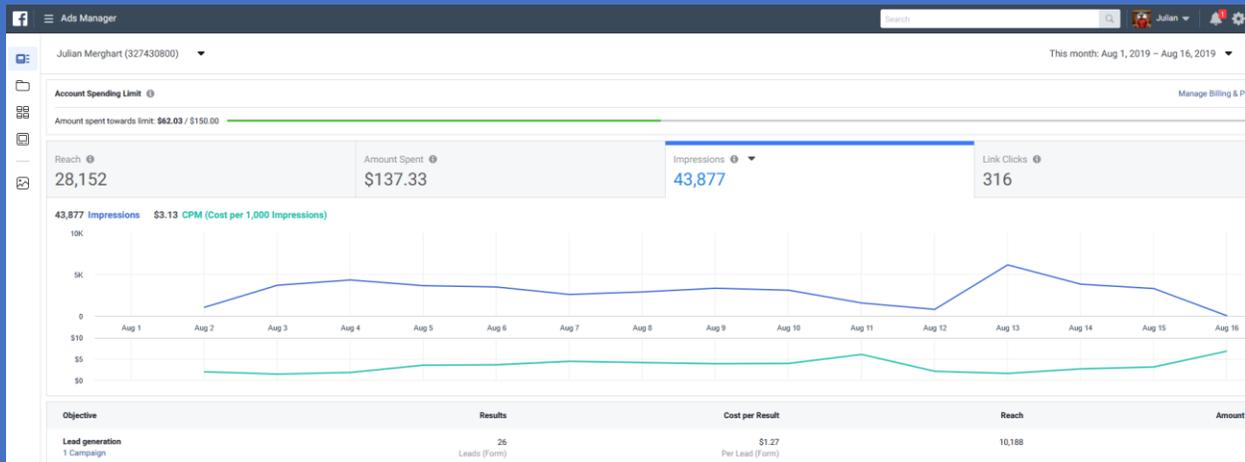
I used a “Leads” campaign because for my business, a lot of salesmanship is involved, and selling a building takes a lot of money, time and logistics for everyone involved. So I needed leads, this means they leave their name and email.

I was not a big fan of phone numbers. The problem with that is I may or may not be able to call Tanzania. Or Morocco. We can do that later over Skype if we find a very serious buyer. For now, we want to blast leads until they buy a building.

The Money

Is Facebook a good value? Hell yes! Have a look!

The first thing you do for an ad campaign is set the budget – big surprise. You simply tell it how much to spend per day. No rocket science there. Even \$10 a day will get you a lot of reach. Less than that and your ads don't show as often. I recommend a minimum of \$10 a day to start – so you should be spending \$300 a month at least. Most small businesses can afford that.



How can you reach over 40,000 people for a little over \$100! It's a great deal!

Nothing more to say.

My cost per lead has been below a dollar – which to have over 50 potentially serious buyers leave their email for around \$50 is a very good value.

Categories

Facebook doesn't allow you to target people who like Coca-Cola – they allow you to target people who have shown an interest in soft drinks.

Or for another example, they don't allow you to target people who like McDonalds – but you can target people who have shown an interest in fast food.

Capice? Get it?

Okay so now that the targeting “interests” thing is out of the way – there are many more specifics I can't elaborate on. I know you can target iPhone users, High Net Worth Individuals, and also Desktop users only.

There are many options for targeting.

You have to dream them up and hope they are there to be chosen. Thankfully Facebook had a category option for Users Who Showed an Interest In Steel Buildings so it was a home run for me. Which brings me to another final fact – if they don't list it – you can't use it. So, there will be no marketing to people who showed an interest in Guns or Donald Trump but of course you can market to people who have an interest in Christianity.

Thanks for taking the time to read this.