

100k Ultra - New Tips



NICHE SELECTION

Two schools of thought...

- Super Targeted
- Broad

Pros and Cons to both...

BOTH work very well 😊

“DEMOGRAPHIC” STORE

- An unconventional third option...
- You can focus on an Audience and try different niches in the same page. Like Woman from 50 to 60. And try everything that you can sell to the specific audience.

SUPER TARGETED NICHE SELECTION

- Products should fit within a tight niche eg vegetable gardening rather than gardening
- Niche should have a main audience of 2m USA
- Products should have multiple smaller audiences, niche pages, magazines, clubs etc
- There should be audiences in multiple countries
- Niche should be specific enough that a new customer could use 50% of the products in your store
- There should be niche forums that are active
- Audience should be passionate about this niche
- There should be 20 products easily searchable in AliExpress

NICHE SELECTION

- There should be a wide range of products eg tools, supplies, consumables,
- Individual product should be selling on Amazon
- Individual product highest price on Amazon should be >1.5X Ali Express including epacket
- There should be multiple suppliers
- Epacket should be available to US, Canada, Australia, UK
- Products should not in any way contravene Facebook policies
- Products should have < 10 variants
- Products should not have style, fashion, sizing etc.
- Avoid clothing, jewelry, gadgets
- Find a VA within the niche – an expert, amateur, previous work experience.

PRODUCT SELECTION



USING FACEBOOK:

SPYING ON COMPETITORS:

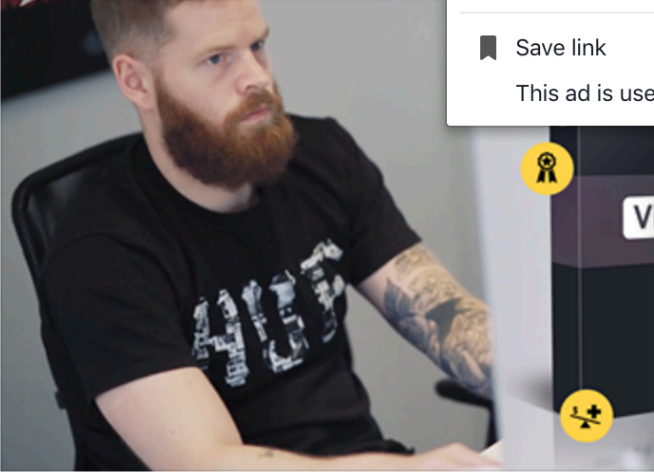
- Look for the competitors in your niche/interest. Act like your competitor's Fan. Follow them on Facebook.
- Subscribe to your competitor's newsletters; visit their sites on a regular basis. You'll make it onto one of your competitor's lists; you'll be added to a Custom Audience list and you'll get retargeted and end up on a Website Custom Audience list. That's how you will find the products that your competitors are selling/advertising.
- (*) How to Spy Facebook Ads: Facebook Ad has a "V" in the upper right corner of every Newsfeed ad. Users can tell Facebook to show them different ads, let Facebook know they found an ad useful, or pose the question "Why am I seeing this?" There you will see more information...

PRODUCT SELECTION

Gaurav Gurbaxani and Joey Xoto like Offerdotcom.com.




 Offerdotcom.com
Sponsored · 



The ONLY fully-automated video animation software for small businesses?







People think I'm some kind of guru. I just started a business. I used Studio-Grade Intros, Outros CTAs, Logo Stings, Social Actions, and more. In The Cloud, So You Can Create From Anywhere! Once I was able to create all these things, I saw many possibilities. As an entrepreneur, this software can help you create professional-looking content for your business.

VIDDYOZE.COM/PRIVATE-OFFER

   4.4K

 Comment  Share


399 Comments

-  Hide ad
See fewer ads like this
-  Why am I seeing this?
-  Create Similar Ad
-  Save link
This ad is useful

About This Facebook Ad


Why Am I Seeing This Ad?

You're seeing this ad because [Offerdotcom.com](#) wants to reach men ages 18 and older who live near Buenos Aires, Ciudad Autónoma de Buenos Aires. This is information based on your Facebook profile and where you've connected to the internet.

 [Manage Your Ad Preferences](#)

Tell Us What You Think

Was this explanation useful? [Yes](#) [No](#)

 [Learn more about Facebook Ads](#)

PRODUCT SELECTION

SPYING ON COMPETITORS (continued):

- You'll get more information about targeting campaigns and see what kinds of different visuals, ad copy, and calls-to-action they're using on a regular basis. You will find this for example:

“One of the reasons you're seeing this ad is because XXXXXX.com wants to reach people aged 34 and older in the United States who have visited their website or used one of their apps. This is based on customer information provided by XXXXXX.com.”

- Once you're a part of these audiences, you'll start to see more and more bottom of the funnel ads from your competitors on your newsfeed.

PRODUCT SELECTION

USING THE FACEBOOK SEARCH BAR:

- Look for: KEYWORDS FROM YOUR NICHE + “BIG SALE”; “50% OFF”; “TAG & SHARE”; ETC
- Look for ads that have a lot of shares. (Shares are more relevant than Likes) follow the advertiser.

ALIEXPRESS:

- Find the products on your niche and order by # of orders.
- Epacket should be available (To track it and faster shipping)

AMAZON

- Find the products on your niche and order by # of orders.

EMAIL:

- Email 10 products to your list see what people buy from the email



Top

Latest

People

Photos

Videos

Shop

Pages

Places

Groups

POSTED BY

- Anyone
- You
- Your Friends
- Your Groups
- Your Friends and Groups
- ... Choose a Source...

TAGGED LOCATION

- Anywhere
- Buenos Aires, Argentina
- Masterton, New Zealand
- ... Choose a Location...

DATE POSTED

- Anytime
- 2017
- 2016

Public Posts



Joke Tees Hoodies Store

October 14, 2016 · *

Like Page



(SONIC SHOCK T-SHIRT DESIGN) Only Thing Wrong With **Dogs + BIG SALE** TSHIRT

The only thing wrong with dogs is they cant live forever

💡 Get this tees HERE: <https://www.sunfrog.com/Only-Thing-Wrong-With-Dogs-RoyalBlu...>

🌻 (Christmas T Shirt H&M) Only Thing Wrong With Dogs * Cheapest Tshirts





POSTED BY

- Anyone
- You
- Your Friends
- Your Groups
- Your Friends and Groups

... Choose a Source...

TAGGED LOCATION

- Anywhere
- Buenos Aires, Argentina
- Masterton, New Zealand

... Choose a Location...

DATE POSTED

- Anytime
- 2017
- 2016
- 2015

... Choose a Date...



Skulls & Roses

12 hrs · 🌐

👍 Like Page

Do you like skulls? Order your statement cascade skull and cross necklace here: <https://circletrest.myecomshop.com/pro.../skull-cross-necklace>

TAG & share with you friends



👍❤️😱 731

22 Comments 68 Shares



👍 Like

💬 Comment

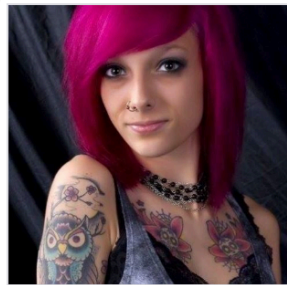
➦ Share

PRODUCT SELECTION

CROWD FORCE:

- Identify a competitor
- Load the page into Crowd Force (Facebook Engage module)
- Uncover most shared/liked/commented posts

The screenshot displays the Crowd Force Pro web application interface. At the top, the text "Crowd Force Pro" is visible. Below this is a navigation bar with the "ce" logo on the left and user information "Welcome Aidan Booth" followed by "Export", "Import", and "Manage Users" on the right. A secondary navigation bar contains buttons for "Dashboard", "Projects", "Modules", "Opportunities", "To Do List", "Live Feeds", "Facebook Engage" (which is highlighted in light blue), and "Forum Trackers". Below this, the "Facebook Engage" section is active, showing tabs for "Manage Facebook Pages", "Engaged Posts", and "All Posts". A "Facebook Page" input field is present, with an example URL "https://www.facebook.com/redbullairforce" below it. To the right, "Engage Criteria" are set with "Min Post Likes" and "Min Post Shares" both at 100, each with a dropdown arrow. Further right are buttons for "Save Page", "Clear Facebook Credentials", and "Delete".



Like Follow Share ...



Skulls & Roses

January 4 · 🌐

SAVE 50% OFF today!

Would you wear this 18K Black Gold Plated Skull Ring? Order yours at:

<https://circletrest.mycomshop.com/product/two-skulls-ring>

Tag & share with your friends who love skulls

Skulls & Roses

Home

Posts

Videos

Photos

About

Likes

Create a Page



Like Comment Share



👍❤️😱 33K

Chronological ▾

6,791 shares

1.4K Comments

View previous comments

47 of 1,439

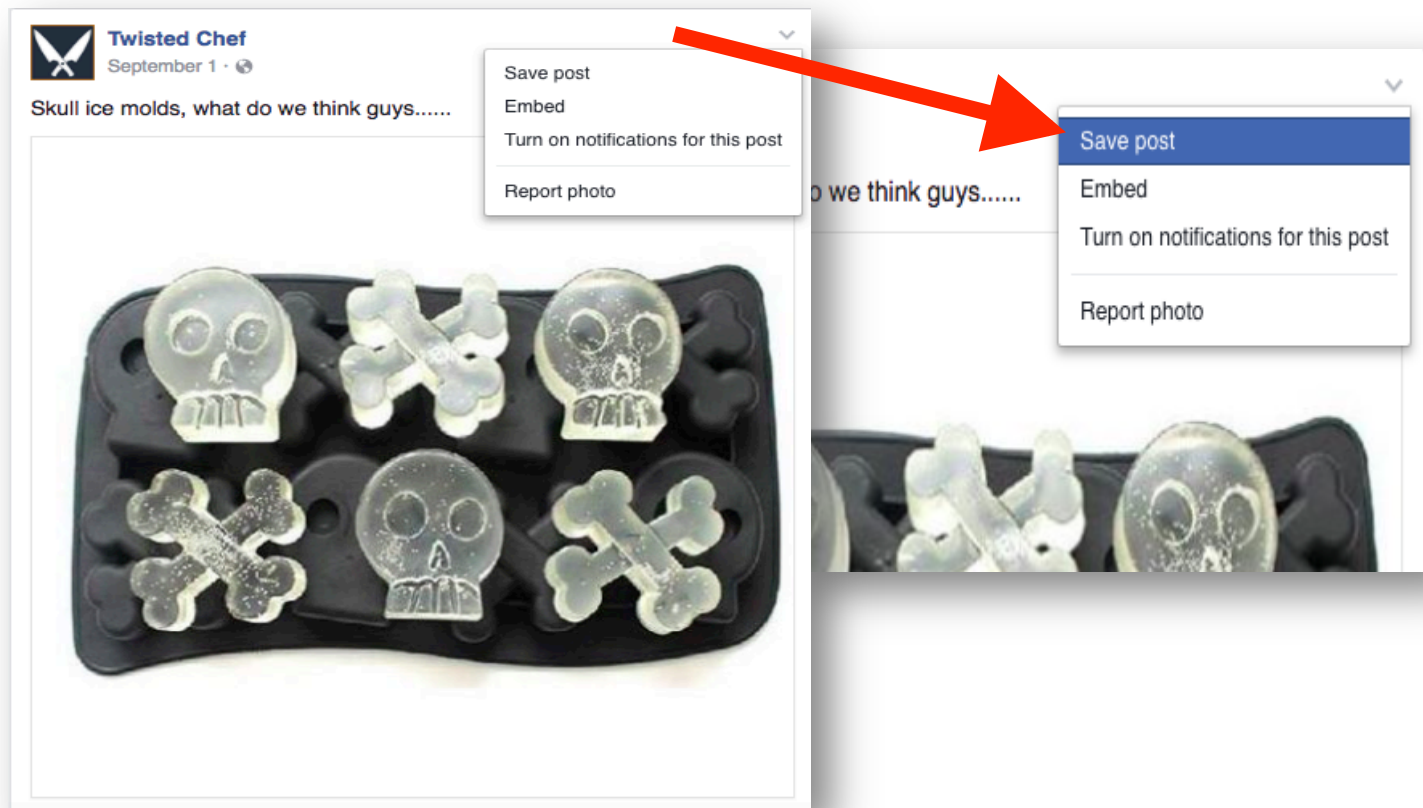


Kim Bendrick Roberta Bendrick Hemer

Finding & Saving Winning Ads

- What Are People Advertising To You In Your News Feed?
- What Are People Advertising To Your Significant Other's News Feed?
- What Are People Advertising To Your Parents' News Feed?
- What Are People Advertising To Your Friends' News Feed?
- NOW- Find The Interesting Products, Tag Yourself, Research The Product, See What Interests They Are Targeting & Reproduce That Ad

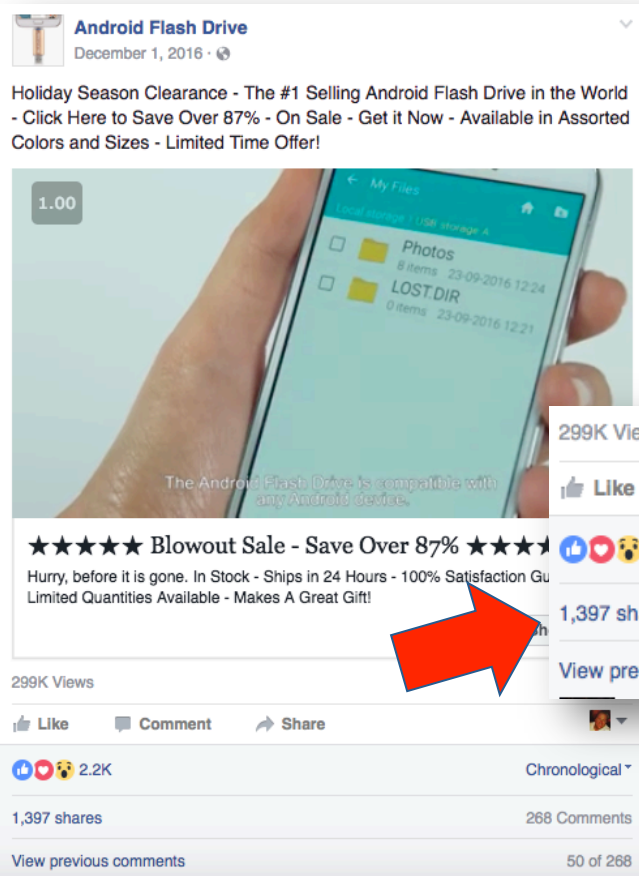
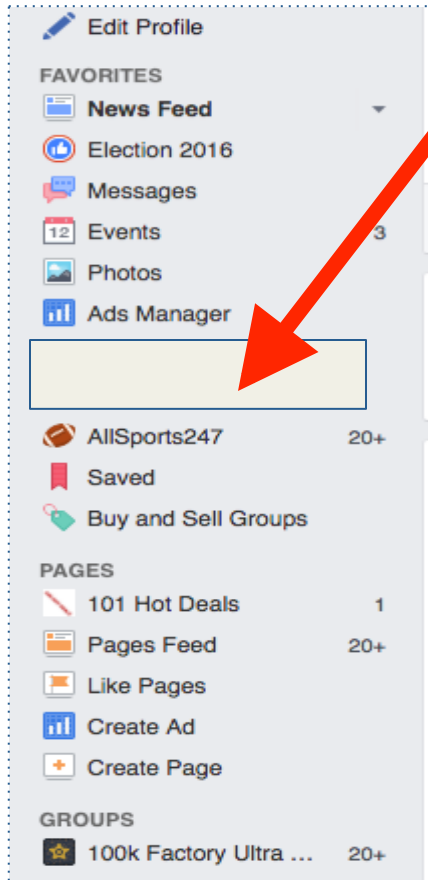
Finding & Saving Winning Ads



- We use this “find and save” tactic to build a large swipe file of ads we can copy and products we can “steal”. One of the best free tricks we’ve come across

Finding & Saving Winning Ads

Find all your saved posts in your left side Facebook menu



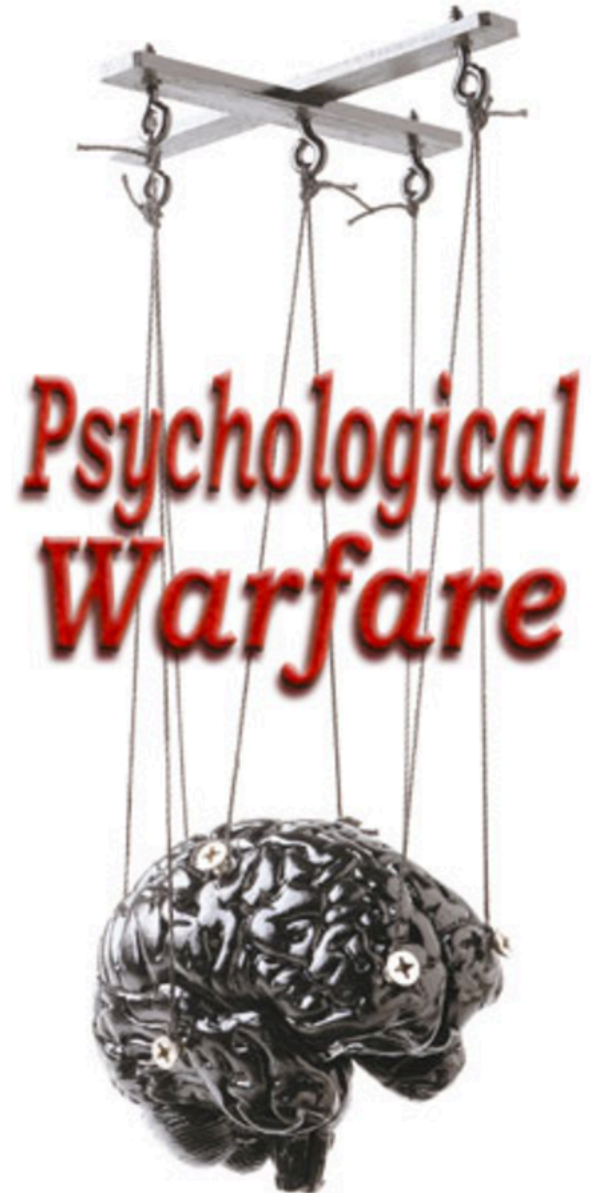
Look for lots of views, likes, comments & shares

PRICING STRATEGIES

- From \$0.99 to \$80 (full range of prices work).
- Sometimes your best products might sell for \$50, with a COG of \$10... Great margin.
- Products with higher prices can have less sales and still be BIG winners.
- Lower priced products have more sales, but less income per sale.
- Use free-shipping as strategy (2x – 4x AliExpress price)
- Use free-product as strategy (earn with the shipping from \$0.99 to \$5.99)
- Promote the free shipping in your retargeting “FREE shipping on orders of \$50 or more”.

LEVERAGE “FAKE” MISTAKES:

- The ad says “Only \$9.99” and the product sells in your page for \$8.99. People think it’s a mistake and they hurry to purchase the products.
- “Only two per person”. And when the customer go to the web page he can buy as many as he want.

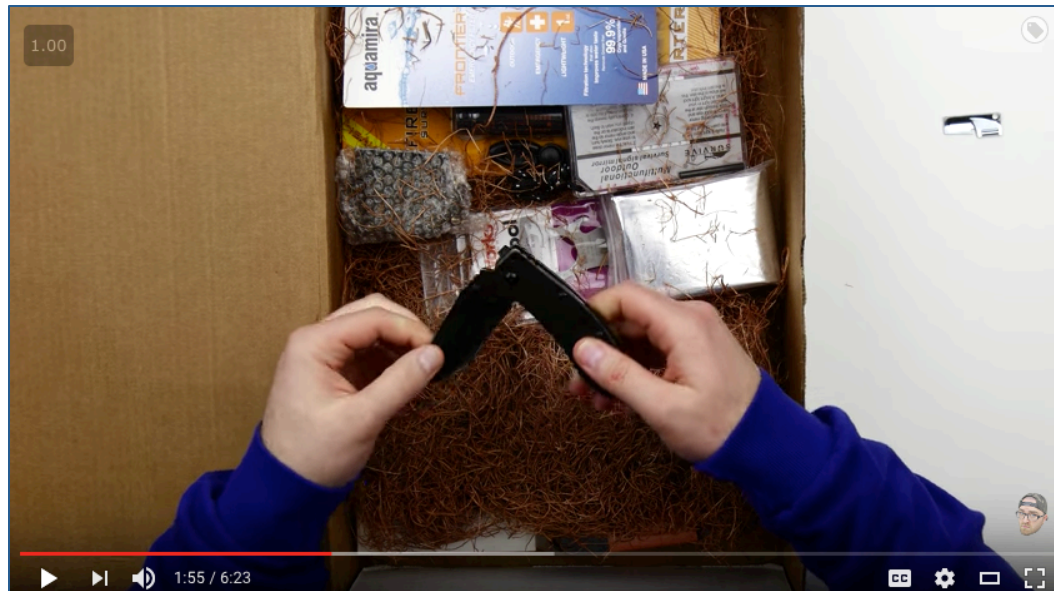


AD IMAGES

- The images are hugely important.
- You can have a higher price if the images are great. Shows quality.
- Be creative.
- DON'T include price in ad... instead use 50% off (means you can change price on a mature ad without needing to change the ad, it'll still make sense)
- Show the product like you almost can touch it.
- Video ads with 360 degree product view works well.
- Videos usually have greater CTR than images
- Add several images to the same add with a video.

Un-boxing Videos

- Make a video, or have a video made, of your product being opened
- Use these videos in your ad
- You can do it with your cellphone over the shoulder (using a \$20 tripod)
- Fiverr Gig is available from “Tililakos”



Un-boxing Videos

What to do:

- Set up the camera looking over your shoulder, open the product, and talk about it.
- Show of the features, the quality, and how great it is.
- Don't over complicate it, keep it short and sweet... don't talk if you don't have to!

OTHER TIPS:

ALIEXPRESS:

- Try to find the manufacturer, try to reach the top on the chain, talk to them, ask them to find other suppliers of products that you are already selling to reach a better price.
- Pay your supplier through PayPal 3% – Alipay charges supplier 8%. = 5% in price reduction
- Choose AliExpress Affiliate Program – They pay you for every purchase that originates from your website.
- Get a 'cash back' credit card! Wells Fargo → 1.5%. Capital One → 2%

PRODUCTS:

- Differentiate the product.
- Ask the supplier for modifications. Make it unique.

OTHER TIPS:

FACEBOOK / ADS:

- Ban people who make bad comments on your ads... “SCAM!”
- If a post has negative feedback score it can hurt your whole account.
- Reply to every comment to get more organic reach
- Ban certain words like ‘scam’, ‘don’t buy’, etc
- Automation: Automate scaling with Facebook rules. (Mix sales, CTR, CPM..)

WEBSITE:

- The entire site should be focused on SALES.
- Eliminate distractions.
- Make sure it’s mobile friendly.

AUDIENCE SELECTION

- Something that is working great for most of the people is the lookalike audience:
 - (Add to cart 1%, 2%, 3%)
 - (Purchases last month)
 - (Facebook lookalike)
- You don't need to be super targeted – A mature pixel can target JUST Age and Gender (without interests) and convert VERY well.
- It's important to reach 10,000 fans on Facebook to boost your posts and sales. Facebook looks for this. Buyers often look for social proof as well.
- Facebook says that your ads need to reach 8000 impressions before they're fully optimized

AUDIENCE SELECTION

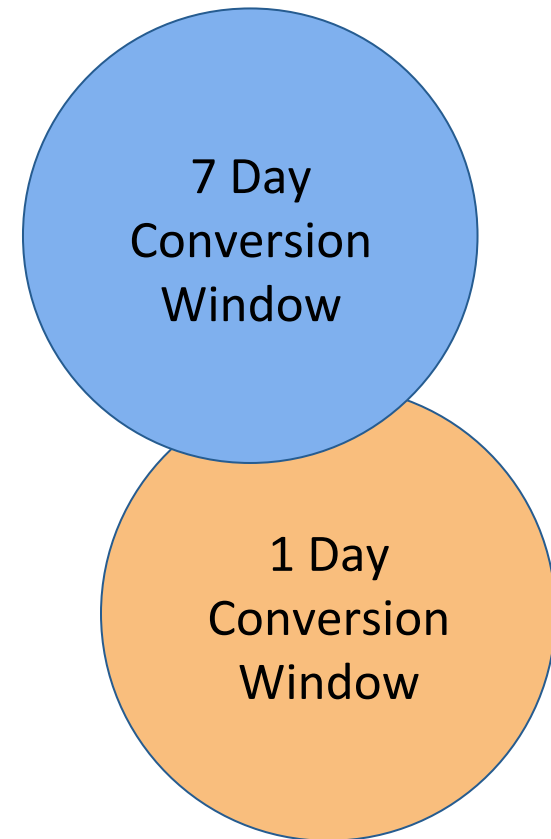
- 2 million audience USA – seems to be the sweet spot to begin with until pixel matures
- Audiences above 10 million are generally too broad to use even for flex targeting
- Avoid ‘A list’ celebrities as audiences – too diluted
- Flex targeted audiences up to 3X for initial tests
- If this works start broadening to 2X flex targeted audiences
- Use main audience flex targeted with smaller audiences
- Grouping smaller targets on their own (no flex targeting) these are generally more passionate

AUDIENCE SELECTION

- Use Adespresso dashboard analysis to identify best audiences by CTR – rinse and repeat above
- In custom combination use pixel events combined with FB product IDs for building custom audiences
- Use above for retargeting and lookalike
- Ad relevance score – check this if ad is underperforming on a tried and tested audience
- Each country will have different targeting – test!

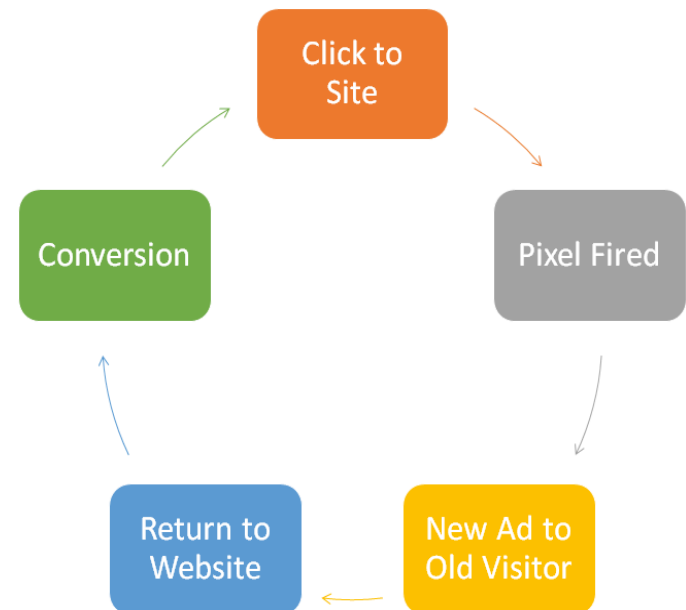
7 Day Pixel

- Facebook rolled out a silent update to their ad manager...
- The 7 day conversion window! This means Facebook will consider a longer period of time when selecting this option over the standard 1 day window.
- Theoretically it is designed for purchases that take more time to develop. We have actually found that this increases the number of times the ad is shown to a prospect similar to retargeting and optimized against it.
- Our suggestion is to run this option only on winning ads which have aged for 2-3 weeks. Duplicate the ad with the 1 day pixel and run it with 7 day pixel to crush it!



Retargeting – Bring back the CASH

- Retargeting is a highly effective marketing tool that targets your ads on Facebook to people who have already expressed interest in your site.
- There are two ways in which to accomplish this.
- Static Retargeting Ads
- Dynamic Products Ads
- We will explain each...



Retargeting – Bring back the CASH

Static Retargeting Ads

- We will create custom audiences in Ad Manager for people that have reached specific pages on our site or down our funnel.
- Typically these audiences are **All Website Visitors**, **Add to Cart**, and **Purchase Conversions**.
- Especially with Add to Cart, we can craft a unique message and entices the prospect back to our site with a coupon or special offer.
- It is amazing how many stores don't do this and it is amazing how effective this strategy works.



Amazon.com

Today only, save up to 75% on select necklaces. FREE one-day shipping on orders placed today!

The ad features a large image of a gold necklace with a heart-shaped pendant and a diamond-encrusted crescent moon. To the right, there are two smaller images of similar necklaces. The text 'Up to 75% off' is written in a large, red, serif font. Below the images, there is a blue text box with white text: 'This deal is perfect for Valentine's day gifting! www.amazon.com'. At the bottom, there is a white button with a black border that says 'Shop Now'.

Retargeting – Bring back the CASH

Dynamic Product Ads

- Very much like Static Ads, we still entice prospects back to our site with an offer, but we do it a little differently.
- Facebook allows us to upload a catalog of all our stores products. When someone visits a particular product like **red shoes**, this same image is automatically displayed to them. It is just taunting them to come back and get those shoes.
- Again like Static Ads, this technique is underutilized & boasts one of the highest Returns on Advertising Dollars!
- This is one takeaway you can bank on!



Email Follow-up With Buyers

- We follow up with buyers showing them other products we offer, and typically get a 4% conversion rate from our buyers (most powerful on super targeted niche stores).
- 100k Ultra members have ran email campaigns, and made upwards of \$3500 for a 2 day campaign
- You can nurture a loyal campaign of followers, who all you to launch new products with a more immediate impact (not just on our stores, but also on Amazon)
- Can use Aweber, MailChimp, GetResponse, iContact, etc

PRODUCT TESTING

- Don't try just one day. The ad needs to reach maturity.
- Run the ad for at least 3 days and up to 7 days.
- Not always a loser... consider letting the ad run longer if:
 - Relevance = 8 or higher
 - CPM = Less than \$10
 - CTR = 2% or higher
 - Is a price adjustment the solution?
 - With good relevance, good CPM, good CTR, at some point it will make a sale. So with a low daily budget you will find a winner and later expand to the specific target.

PRODUCT TESTING

- Create 1 text version and 2 image versions for each ad.
- After 10 clicks choose creative with best cpc & pause other (you will get more clicks for your test)
- In AdEspresso this will reduce test budget to \$3 – increase to \$5 (easy way to see that 5's are optimised, the 3's are not)
- 1,000 impressions check for positive ROI, if not, tag as 'failed test' & remove 'In test' tag (or rename in FB ads)

PRODUCT TESTING

- Remove FB comments 3 times per day

Secondary Testing:

- End of month download everything in 'Failed test' tag into spreadsheet
- Review tests with:
 - High CTR low add to cart – redo description, pricing
 - High conversions high CPC – try new audience or new ad
 - High add to cart low conversions – review shipping

AD SCALING

- Do not make drastic changes to the budget of each ad.
- Ramp up by a MAXIMUM of 20% per day. Instead of 80% in one day do 20% in 4 days. This avoids the ad from resetting.
- Duplicate the ad 2 or 3 times if it's necessary instead of scaling more than 20%.
- If a campaign has more than 25 sales in 24 hours, Facebook will optimize it. If not, optimization won't reach it's potential.
- Relevance Score – Less than 5 will result in poor performance.

AD SCALING

- Continuous testing of new products and new audiences drives scaling
- Scale using dynamic ads
- Scale using new ad creatives
- Scale using video ads
- Scale using page post ads

Go International

- Once you have a winner in the USA, add other English speaking countries
 - Start with Australia, and just work down the list 😊
- We have found a \$200/day to \$1000/day increase in sales on our winning products, depending on the size of the country
- We've done this on our Shopify stores, you need to have a currency converter app installed to be able to do it. We use 'Currency Switcher'

Go International

- Antigua & Barbuda
- Australia
- The Bahamas
- Barbados
- Belize
- Canada*
- Dominica
- Grenada
- Guyana
- Ireland
- Jamaica
- New Zealand
- St Kitts and Nevis
- St Lucia
- St Vincent and the Grenadines
- Trinidad and Tobago
- United Kingdom

PLATFORMS & TOOLS

- If you're starting from scratch, just use Shopify.
- Facebook Power Editor - works fine for most people
- Add Pinterest & Facebook sales channels on Shopify
- AdEspresso - has lots of features to make things easier
- Oberlo or GetShopified for automated fulfillment

SOURCING

- Start with AliExpress
- To find best suppliers, sort products by order count first
- Then sort by price
- Choose best package
 - product cost + epacket + seller + reviews
- Once selling consolidate suppliers
- Contact supplier
- Ask for better pricing and better epacket – ask for rebates on volume
- Ask each supplier if they can supply all other high selling products
- Strong negotiation is important but so is a good partner

SOURCING

Different ways of sourcing:

- Aliexpress one purchase per order
OR
- Bulk purchase with store in the United States. (*1)
OR
- Create a direct relationship with your supplier out of AliExpress
- Evaluate each one and consider the mix, for some products Bulk (winners) for the rest AliExpress one purchase per order.
- (*1) You will solve the tracking issues and fast shipping.

PAYMENT PROC. & MORE TOOLS

PAYMENT PROCESORS

- Shopify Payment
- PayPal → 60% more expensive than Shopify?
- Amazon Payments
- Manage Paypal disputes quickly, proactively, with tracking, resolve then ask for dispute to be closed. Always have the last word.
- Refund when it's right to do so... put yourself in the customer's shoes.

MORE TOOLS

- Trackify App
- Crowd force Plugin
- Live agent - ladesk.com
- Onlinejobs.ph
- Groovehq.com
- Recommendify

BUSINESS SCALING

- Systematize EVERYTHING (I'd create a set of SOP's specific to my niche and my business)
- Hire a team
 - 2 people to begin with
 - Person #1 does product research
 - Person #2 designs ads, and adds products to website
 - 1 hour (\$10) gets me one product set up and ready to go
- Test 50 products/week
- Aim to find one winner for every 15 products (on niche specific store)

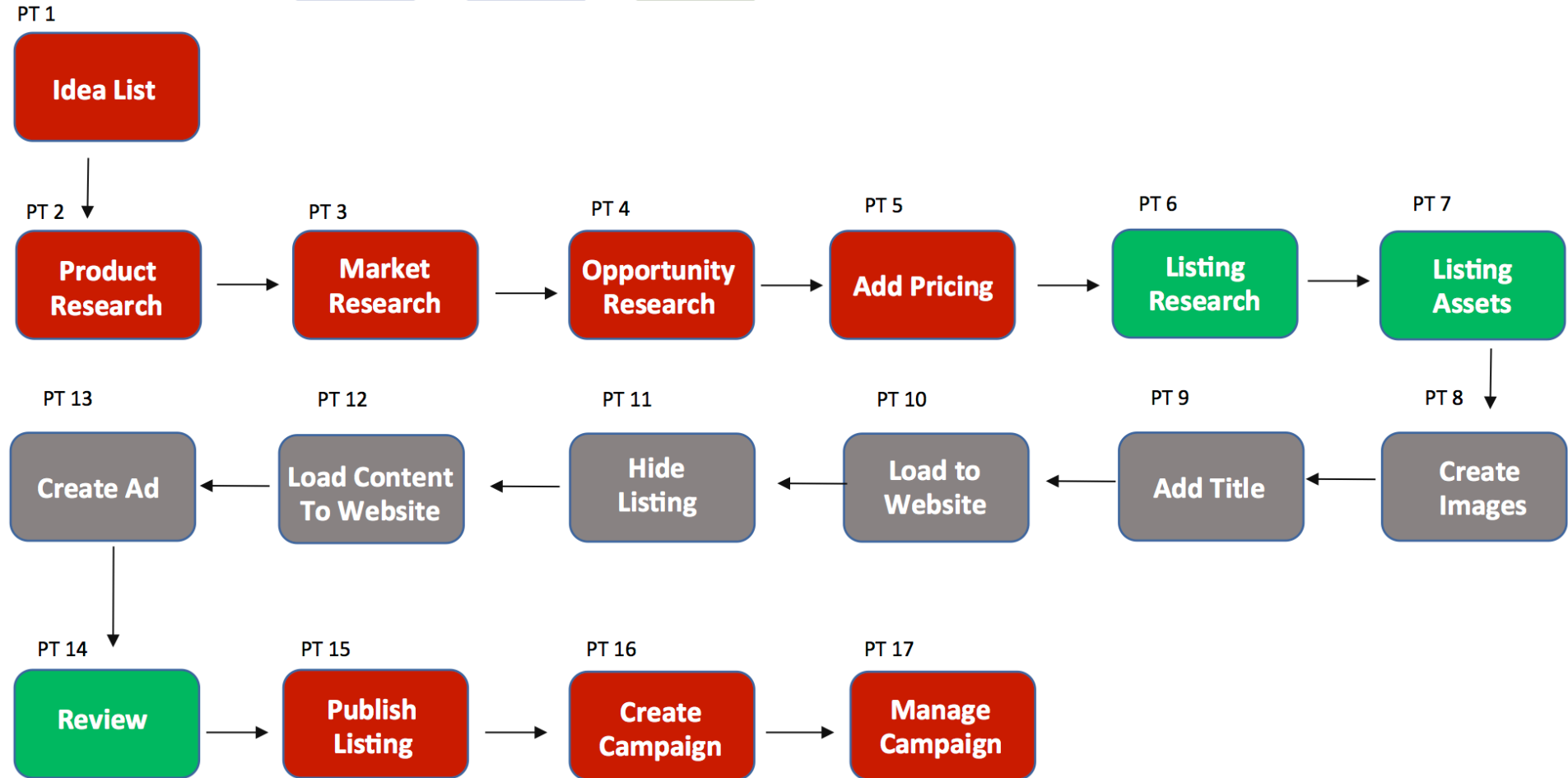
BUSINESS SCALING

Product Testing Process

Aidan

VA1

VA2



Cost of building an empire

- \$12 to test each product (test cost)
- \$10 to set each product up (VA wages)
- **\$22 total per product**
- 50 products per week = \$1,100/week
 - \$600 on tests
 - \$500 to set up products
- Assume you'll make 50% of this back... then your 'growth testing' will cost \$550/week, but will uncover 3 winners/week.
- Remember, each winner will generate you \$200/day profit, this accumulates VERY quickly

Your Empire, 10 weeks later...

- \$11,000 on testing (remember, this out of my profits)
- Found 30 winners
- Assume 10% attrition, we'd have 27 winners (some winners will 'die', not a big deal, but it happens).
- 27 winners = \$5,400/day in PROFIT
- If I just MAINTAIN this level (no growth), I'll be on track to make **\$1,971,000 profit in the next 365 days.**

Final Tips

- Strategy & vision
- Speed of execution
- Be prepared for change
- Get a partner
- Understand your costs – know when you're losing money
- Daily profit calculation
- Factor in your time
- Outsource quickly – whats the highest and best use of your time
- Hire great people

Final Tips

- Ask supplier to ship products to you – photograph and video
- Join forums and groups
- Move to US fulfilled model Ali Fulfilled> US Dropship> US supply chain
- Build your email list
- Use free shipping sales
- Add new products every week
- Add new audiences every week
- Retarget product specific abandoned carts with product specific free shipping
- Track profit daily – with a system that takes zero time

Q&A