

How to Make Sales Videos on the Cheap

How A Husband And Wife Used An Iphone To Leverage A Multi-National, Multi-Billion Dollar Chemical Conglomerate To Generate 20 Million Video Views On Facebook, Drive Massive Engagement, And Decrease Ad Costs To Sub 20 Cent Clicks Resulting In Tens Of Thousands Of Dollars In Sales Of Beef Sticks Per Day.

Use the phrase: GMO

The End

Who Am I?

paleovalley



Coming soon:

- Pasture-Raised Turkey Sticks: Turkey Cranberry & Herb
- Pasture-Raised Pork Sticks: Bacon & Cranberry Jalapeño
- Teriyaki Beef Sticks
- New Superfood Bar Flavors
- Organic, Whole Food Vitamin C
- 100% Grass Fed Bone Broth Protein
- New Venture

The Dilemma...

**How Do You Take A Semi-Commoditized Product
And Differentiate It**

The Answer...

Facebook Video Ads

- ✓ **We Wanted To Get Attention In The First Frame (Stop The Scroll)**
- ✓ **Immediately Identify With Our Target Audience And Rile Up Our Anti-Audience**
- ✓ **Draw Attention To A Problem People Were Unaware Of Through Educating**
- ✓ **Create Multiple “Hmm” Moments**
- ✓ **Convey Our Commitment To Quality And Gain The Trust Of The Customer In A Market Where Trust Is At A Premium**
- ✓ **Scale Outside Of The “Whole Foods” Crowd - We Successfully Scaled To Audiences Of 90 Million**

Video Time!



- ✓ **Production Doesn't Matter - It's Probably Better If It Looks Amateur**
- ✓ **Be Concise And Pace Your Video Appropriately**
- ✓ **The Viewer Should Know What Your Video Is About Without Turning On The Sound**
- ✓ **Speak To Your Audience**
- ✓ **Use Square Aspect Ratio (1080 X 1080)**
- ✓ **“Viral” Is Relative - Humor Isn't The Only Way To Sell. Education Creates Authority, Trust, Goodwill And Drives Them Down A Path You Can Control.**






GRASS FED

CONVENTIONAL

Bonus: Split Testing Within Facebook

 Video views

 Lead generation

 Messages



Conversions

Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Create Split Test: Use this ad campaign to test creative, placement, audience, and delivery optimization NEW i

Campaign Name i

Conversions

Continue

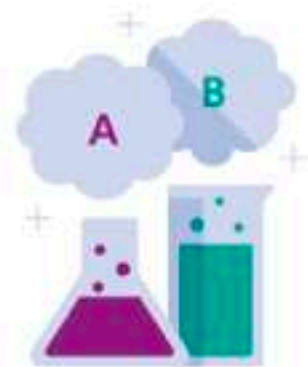
Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)



Variable

Understand how different strategies impact your ad performance. The split test gives you a clear understanding of the results with:



- **No audience overlap:** Your potential reach will be randomized and split among ad sets to ensure an accurate test
- **Single variable test:** The ad sets will be identical except for the variable you want to test
- **Test results notifications:** You'll get an email and notification with the results when the test is over

What do you want to test? ▾

Creative NEW

Delivery Optimization

Audience

Placement

Split Test Budget

Define how much you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

\$800.00

Even Split ⇅

Suggested min. budget: \$800.00 USD

Ad Set 1: 50.00%, \$400.00 USD

Ad Set 2: 50.00%, \$400.00 USD

Total budget: \$800.00, Even Split

Schedule: Dec 1, 2017 – Dec 15, 2017

Ad Set 1: Ad Set 1

Potential Reach: 50.00% of 230,000,000 people

Budget: \$400.00 USD

Ad Set 2: Ad Set 2

Potential Reach: 50.00% of 230,000,000 people

Budget: \$400.00 USD

Ad Name ⓘ A - Ad A

Identity

Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.




Instagram Account ⓘ

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in [Business Manager](#).




Format

Choose how you'd like your ad to look.




Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create an ad with one image



Single Video

Create an ad with one video



Video

Video Recommendations

paleovalley.com/whippets

View Tags (optional) ⓘ

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Conversion Tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ⓘ

Paleovalley Pixel

ID:856450977731851

App Events ⓘ

Set Up

Offline Events ⓘ

Facebook will use the following offline event set for tracking and data upload:

Default Offline Event Set For Paleovalley

ID:418443311881643 AUTO

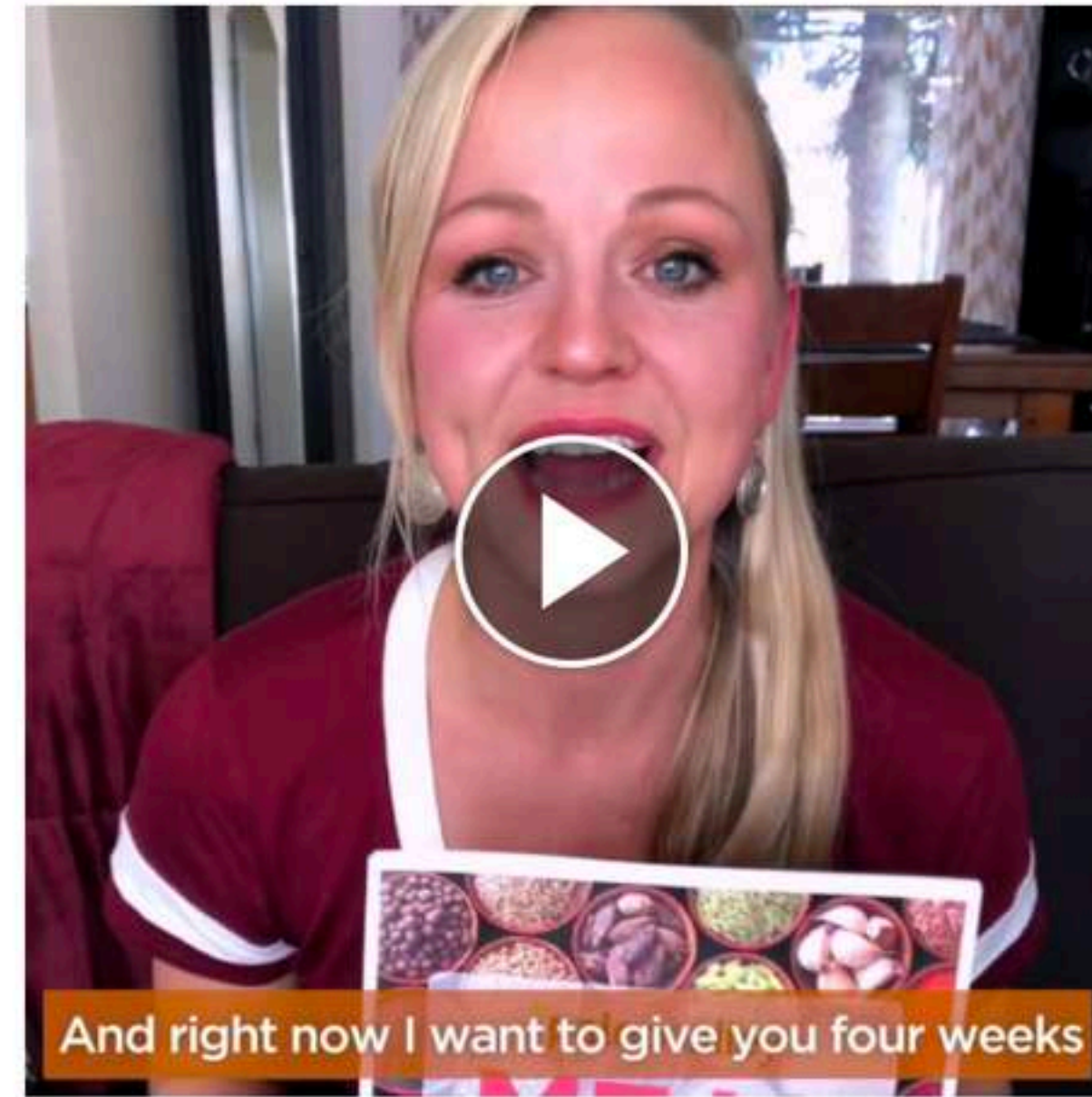
[Manage offline event sets.](#)

Back

Continue to Ad B

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Do you have a whippet tooth?



Whippets Are Cool

Team Whippets
paleovalley.com/whippets

Learn More

Like

Comment

Share



paleovalley.com/weed

View Tags (optional) ⓘ

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

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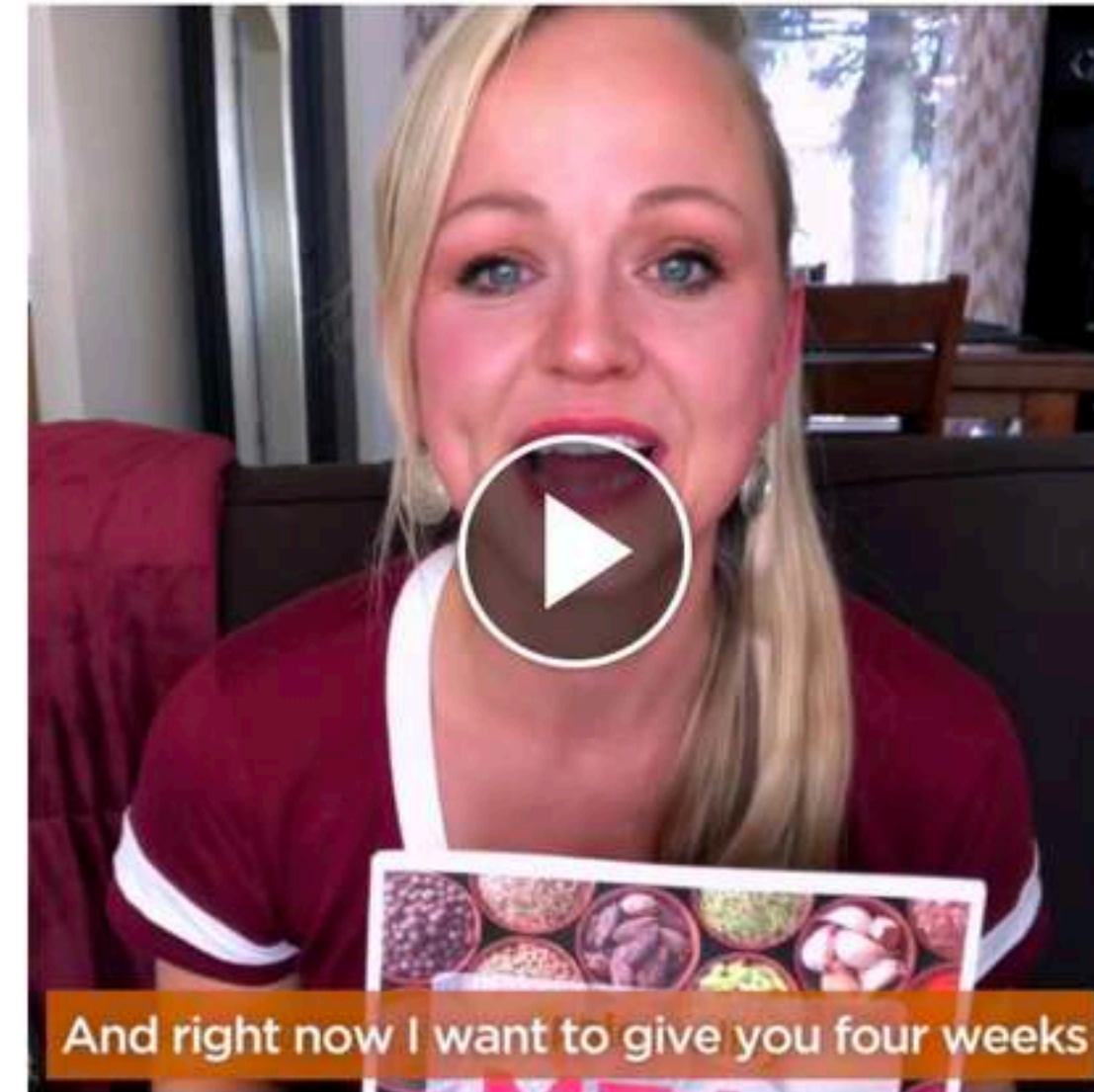
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[Manage offline event sets.](#)

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Or do you have a weed tooth?



Weed Is Cooler

Team Weed
paleovalley.com/weed

Learn More

Like

Comment

Share

Back

Review

Confirm

Test Another Ad



Review Before Confirming



You can review these items later in Ads Manager.

CAMPAIGN

Campaign Name

Campaign Objective Conversions

Split Test Variable Creative

2 AD SETS

Variable Setting Ad Set - Default name - Conversions
Ad Set - Ad B

Split Test Budget Total Budget - \$800.00
Ad Set 1 - \$400.00
Ad Set 2 - \$400.00

Split Test Schedule Dec 01, 2017 - Dec 15, 2017

[More](#) ▾

2 ADS (VERSIONS)

This video will appear in a single video ad.

Ad A



[More](#) ▾

This video will appear in a single video ad.

Ad B



[More](#) ▾

Close

Confirm

