

Speaker 1: [00:07](#) Hello and welcome to the business journey. Join me, Dianna as we go on a business journey with you. We will talk about all things business with an emphasis on marketing. So sit back, relax, and chill as we lead you on this epic sojourn.

Dianna: [00:23](#) Hello and welcome. This is Dianna with The Chill Business Journey and today we are going to be talking about Facebook ads. Today we have a special guest, Jo Ann Toporski, and she's going to share with us some of the successes that she has had running Facebook ads for her clients. Jo Ann and I are both students of the social media manager school that Andrea Vahl and Phyllis Khare run, and we have had the pleasure of being at their in person mastermind retreats for a few years now. So I thought it would be a great opportunity to bring her onto the show and share with you some of the successes she's had. Right now I would like to introduce Jo Ann. And Jo Ann, why don't you tell my audience a little bit about your business, and your services which you provide your clients so that they get to know you a little better as well.

JoAnn: [01:14](#) Thanks Dianna. It's really great to be here. I'm certified in social media marketing and Facebook ads management. I provide my clients with Facebook ad services and I'm also creating a course to help them learn Facebook ads in a weekend. I also set up Chat Bot Messenger Marketing for clients with Mobile Monkey and do some Wordpress web design and email marketing if needed. If potential clients don't have a social media strategy in place, I work with them to create one. Facebook marketing is the most targeted form of advertising. If you've ever put an ad in a magazine or a newspaper, you don't know what results you're getting or if anybody even looked at that page or not, but Facebook advertising has the ability to reach your exact audience and you can advertise to people by age, interests, behavior, and location. And Facebook advertising provides metrics so you will know who accessed your ads and if it's the correct audience. If you really know your customers, you can use Facebook advertising to engage them. I work with small businesses and entrepreneurs who are looking to grow their business, but have been frustrated with social media and creating their own Facebook ads. They just don't have the time to do on their own. My clients have included pet stores, authors, salons, law firms, pet sitters, retail stores, wellness clinics and franchises.

Dianna: [02:48](#) Jo Ann, when did you start your social media marketing business?

JoAnn: [02:52](#) I created my social media marketing business in 2012. Prior to that, I was in corporate sales management for many years and I started working with my company and our clients to help them understand social selling. And realized that I knew I wanted to help more people grow their business with social media.

Dianna: [03:13](#) That's awesome. You know, I love when people can take something that they've been doing and adapted to the way businesses need to adapt with change. And in marketing, as we know, things are constantly evolving with social media, really kicking things off, you know, in the last decade for businesses. So now that we've learned more about you and your background, I want to dive in because sometimes when listeners are listening to a podcast on how to do this or how to do that, they may think that sounds great, but how can I apply that to myself? And so I thought that if you could share some examples of some successes that you had that can help them know how they can apply these tips in their own businesses when they're going to run Facebook ads. So I will let you take it away with your first example.

JoAnn: [04:08](#) One of my clients is an independent pet store owner that are opening new stores in new locations. They need to get more community awareness and have people know that they exist in that community. So we worked on doing some Facebook ad campaigns for them. The first one we did increased their Facebook likes from 150 to over 600 people and from there it increased their total sales revenue for that store for one month, seven times over the previous month.

Dianna: [04:41](#) Wow. That is amazing.

JoAnn: [04:43](#) And it keeps going. I also did some training with them and taught them how to do some of the ads themselves so that they could be more sufficient. And then from there also taught them how to do instagram ads and get into other areas of social media.

Dianna: [05:01](#) So looking back to the campaign where you grew their Facebook page likes from 150 to over 600, what type of Facebook ad did you use for that? What was the objective you chose?

JoAnn: [05:13](#) We did a like page ad for that and we did a promo that if they would like the page and come into the store, there would be treats available for their pet if they would bring them in the store with them.

Dianna: [05:29](#) Oh, that's very cute.

JoAnn: [05:31](#) So then what they would do is they would take pictures of the new clients that would come in with their pets and they would put those on their Facebook page and then their clients would start sharing those pictures on their Facebook profile and it would start growing people to like their page.

Dianna: [05:52](#) One question I have is, did the pet store set up a special social photo booth area in the store or was it just up by the registers or when the customers were walking around.

JoAnn: [06:05](#) Just when the customers who are walking around or when they would come in and they would at that time have them sign up for their newsletters as well, which was really great. They would just be at the register or they will come in and just with their smartphone they would take a picture and have people just okay that it could be posted on social media.

Dianna: [06:28](#) Awesome. That sounds like a really great example of how a retail store could build their community awareness. Let's go onto another example that you wanted to share today. Um, and what kind of campaign you ran for that customer and what they do and the campaign that you ran.

JoAnn: [06:46](#) Sure, a local window treatment franchise client of mine was looking to increase his website leads. So we put together a campaign where we set up a freebie or lead magnet for him and a landing page where people will go and put their information in and be able to download a pdf that was really important for them. The lead magnet helped people understand what they needed to know before they purchased window treatments. So he spent \$458 for the ad campaign, which generated 332 leads. With a cost per lead of \$1.38. He was able to close 10 percent of those leads within 60 days, generating \$128,000 in revenue.

Dianna: [07:38](#) That is amazing. Now would you say for a listener that has a higher price point item, like the window coverings that having a lead magnet like that really benefited his ability to close those sales?

JoAnn: [07:56](#) It's really important to have a lead magnet. A lead magnet needs to be extremely valuable for the person who's downloading it. The next step is after they download the lead magnet, you would have what's called an upsell or a trip wire where they would give away like what he did was give away a free consultation to be able to go into their home and talk to

them about their design needs. The next step would be to actually sell the product to them, so it's a three step process. What clients need to understand it as that social media and advertising isn't magic. There's work to be done once they get the leads.

- Dianna: [08:41](#) Very true. That is very, very true. Well, that example is so amazing. Now, I think you have one more example that you wanted to share with us today,
- JoAnn: [08:50](#) So my next example is my pet sitter client who was looking to increase his business. We put together an ad campaign with images that actually evoked emotion with people about leaving their pets home alone during the day. Where when they would see the ad, they just would go, oh, I've got to call a pet sitter. I can't do this anymore for my pet. He needs to be. He needs to be able to be walked during the day or she needs to be walk during the day. So we put together a three ad campaign and because of this he needed to hire and train additional pet sitters to handle all the additional client requests he was getting. He actually tripled his business.
- Dianna: [09:37](#) That is amazing. Now I want to kind of dive back into him. You had mentioned you created a three ad campaign that evoked emotion, so can you share with my audience what kind of emotion were you evoking. If you can share like what did those ads look like?
- JoAnn: [10:00](#) The one that did the best was the dog sitting on grass holding a leash in his mouth, and on top it says "Feeling guilty? Book a walk today."
- Dianna: [10:11](#) Oh, that is so adorable. Yeah. That would make me click on the link to have someone come walk my dog.
- JoAnn: [10:19](#) The other one was a kitten looking forlorn at her bowl and it said "I'm hungry. Feed me."
- Dianna: [10:27](#) Poor little thing.
- JoAnn: [10:28](#) And the other one was a lab with a leash on him and says, "I need a dog walker." It was just simple ads that just evoked any emotion in the owner of a pet that would say, oh, my pet needs this. I shouldn't leave my pet home alone.
- Dianna: [10:51](#) Well, Jo Ann, those are some amazing results you've been able to get for your clients running Facebook ads. So let's pivot a

little bit and talk about some of the major tips or takeaways that you can share with the listeners on how they can have successful ads like you were able to create for your clients.

JoAnn:

[11:10](#)

Okay. The first tip is to define your goals. You need to define your business goals and your social media goals. And the same way you need to define your advertising goals. Do you want to build awareness like I did for my pet store? Do you want to increase website traffic like I did for the window treatment franchise? Do you want to attract new customers like I did with the pet sitter? Without goals, you can't measure your success. The second tip is to know who your audience is. Use Your ads to get to the right audience with the right message. Otherwise, you aren't going to get the results that you need. Tip three is to give something away. You need to give value before you can ask for the sale. Don't try to sell to a cold audience. People who don't know you aren't going to buy anything. Forming that relationship is really important. That's where a lead magnet comes in and also a an upsell so that people get to know you and get to trust you. The next tip is to create images that are going to stop the scroll. Something that can be bright and eye catching, and again, children and pets always win, they always win. Videos are also great, especially if you have a video of someone giving a testimonial. My last tip is really important. It's to make sure you have a social media strategy before you start understanding how social media differs from traditional marketing is really important.

Dianna:

[12:47](#)

Those are some amazing tips, Jo Ann. So to recap for the listeners, we have tip one is to define your goals. Tip two is to know who your audience is. Tip three is to give something away. Tip four is to create images, or videos, that stop the scroll. And tip five is to create a social media strategy. Those are some amazing tips Jo Ann, and I would love for my listeners to be able to find you online as well, so can you share with them where they can find you online?

JoAnn:

[13:18](#)

Sure. My website is my name joanntoporski.com. I can be found on linkedin at linkedin.com/in/JoAnnaToporski, and I'm also on my Facebook page at facebook.com/joanntoporski.

Dianna:

[13:39](#)

Wonderful. Thank you so much Jo Ann. I really appreciated having you on the Chill Business Journey this week. We hope you found this episode valuable on how you can make your business a success using Facebook ads and be sure to visit our website [www.chilldigitalmarketing.com/2](http://www.chilldigitalmarketing.com/2) for the show notes of this episode, as well as all the links on how to find Jo Ann. Until next time.

