

Larry's Top 7 Facebook Advertising Hacks for 2020

Unbounce CTA Conf 2019

Larry Kim
CEO, MobileMonkey, Inc.



Originally From Winnipeg

CANADA
-37.9°

Winnipeg

-29°

Mars

EXTREME WEATHER

NEW
DAY

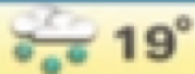
DEEP
FREEZE

ICE CREATING DANGEROUS ROADS
CARS SPINNING OUT AND SKIDDING IN MINNESOTA

LIVE
CNN

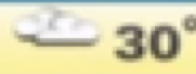
RIGHT NOW

BOSTON



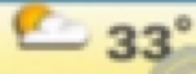
19°

NEW YORK



30°

PHILADELPHIA



33°

Slightly Obsessed With Unicorns

INTERNATIONAL
UNICORN
ASSOCIATION



Larry Kim

*Be a Unicorn in a
Sea of Donkeys*

GOLD STAR MEMBER

Founded WordStream in 2008

2008



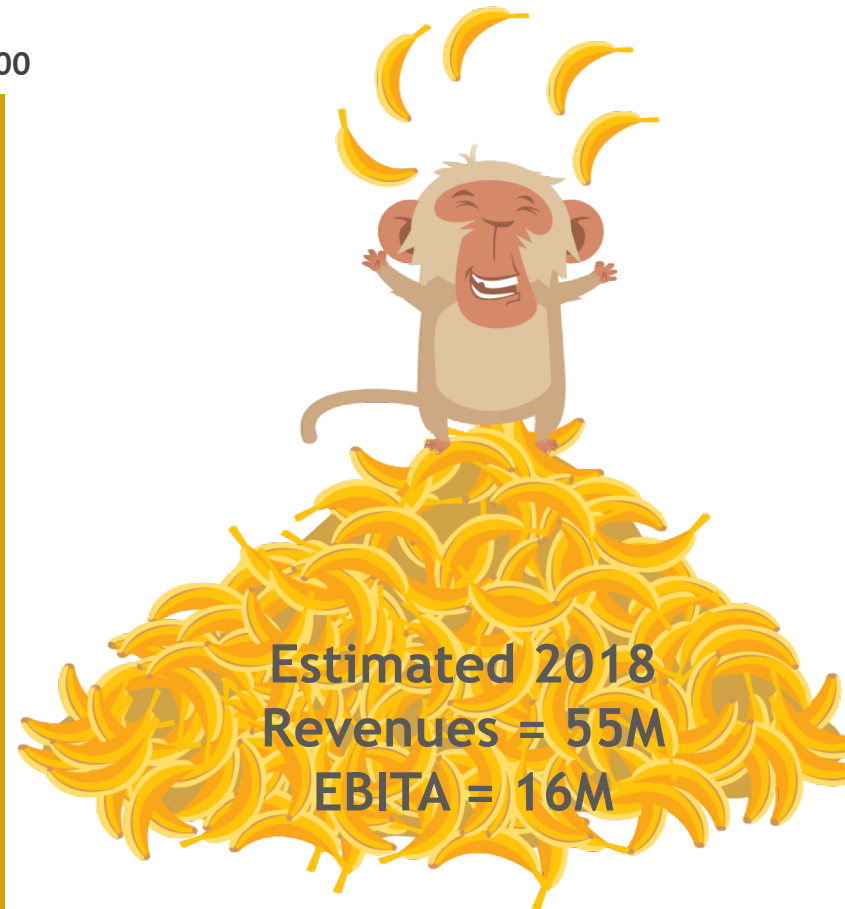
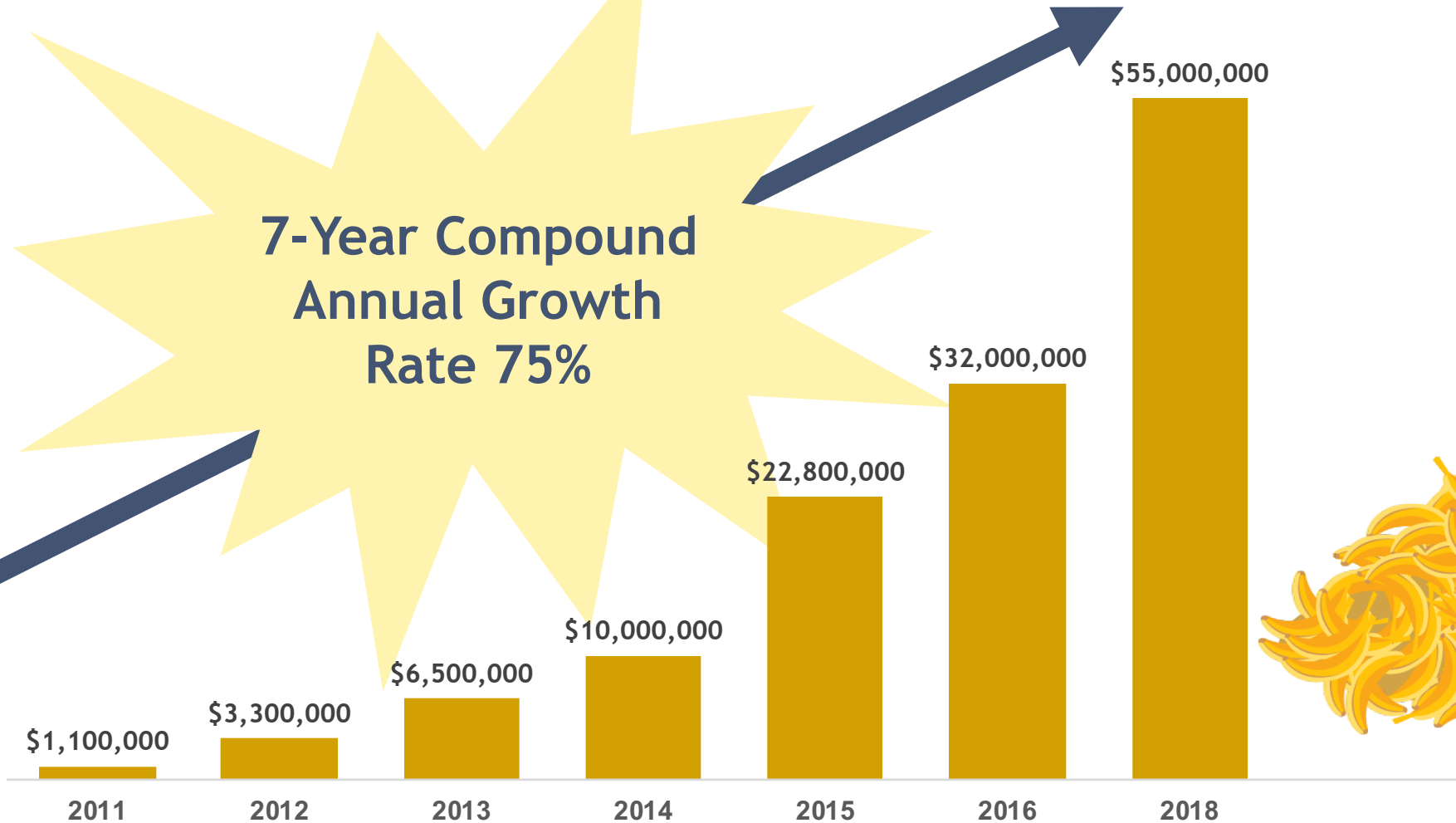
Today



Unicorn Financial Performance

WordStream Revenue Growth!









7-Year Compound Annual Growth Rate 75%



Search marketing software company WordStream acquired by Gannett for \$150M

Founded in 2007, the popular PPC management tool has been sold.

Barry Schwartz on May 10, 2018 at 11:37 am

- 
- 
- 
- MORE
- 
- 
- 
- 
- 



WordStream, the paid search software company that helps advertisers manage their PPC campaigns, has been [acquired](#) by the Gannett Company for \$150 million. The deal is \$130 million in cash, plus up to an aggregate \$20 million earnout payable in 2019 and 2020 based on achieving certain revenue targets, according to the announcement.

WordStream was founded by Larry Kim, a high profile personality in the search marketing industry,



"larry kim" hacks



All News Videos Images Shopping More Settings Tools

About 36,100 results (0.37 seconds)

Larry Kim's Top 10 Facebook Hacks of all time! - SlideShare

<https://www.slideshare.net/growthhackers/larry-kims-top-10-facebook-hacks-of-all-time>

Oct 11, 2017 - "These days content marketing feels like a suicide mission," Says **Larry Kim**. That's in part because marketing demand generation has changed ...

10 PPC Marketing Hacks for 2018 [Webinar] | Outbrain - Outbrain.com

<https://www.outbrain.com/blog/outbrain-webinar-larry-kim/>

Apr 3, 2018 - Hear about the top ten PPC **hacks** that can help you take your paid campaigns to the next level in 2018 from **Larry Kim**!

[Webinar] Top 10 PPC Marketing Hacks for 2018 with Larry Kim ...



<https://www.youtube.com/watch?v=0VEDsjzjb58>

Apr 11, 2018 - Uploaded by Outbrain

In this meeting of the marketing minds, you'll hear about the top ten PPC **hacks** that can help you take your ...

Top 27 Productivity Hacks of 2018 | Inc.com

<https://www.inc.com/larry-kim/these-24-productivity-tips-will-help-you-start-off-2018-r...>

Nov 30, 2017 - Productivity. Top 27 Productivity **Hacks** of 2018 ... habits goodbye. By **Larry Kim**CEO of



Kay Lee

Julian (5)

Oliver (1)

AI

WordStream founder Larry Kim leaves, starts new marketing bot company

JOHN KOETSIER, TUNE @JOHNKOETSIER MARCH 16, 2017 9:00 AM



What do you do after founding a company that manages a billion dollars in annual adspend and is Google's largest and fastest-growing partner?



Start a new marketing AI company building chatbots, of course.



Larry Kim, the influential and popular founder of perhaps the best paid search marketing platform on the planet, has left WordStream, the company he founded and built.



WordStream currently employs over 200 people, boasts 10,000 clients, and has an off-the-record but very respectable high eight-figure revenue run rate.



So why leave a winner?



Above: Larry Kim

"It's a big company now, and I'm looking to go back to my roots as a product



CEO of MobileMonkey, the Fastest-Growing Facebook Messenger Solution Provider!

VB Recommendations



Path of Exile's last update brought a record 40% more players to the online Diablo-like



Google app gets 'tappable shortcuts' to help mobile users find things more easily



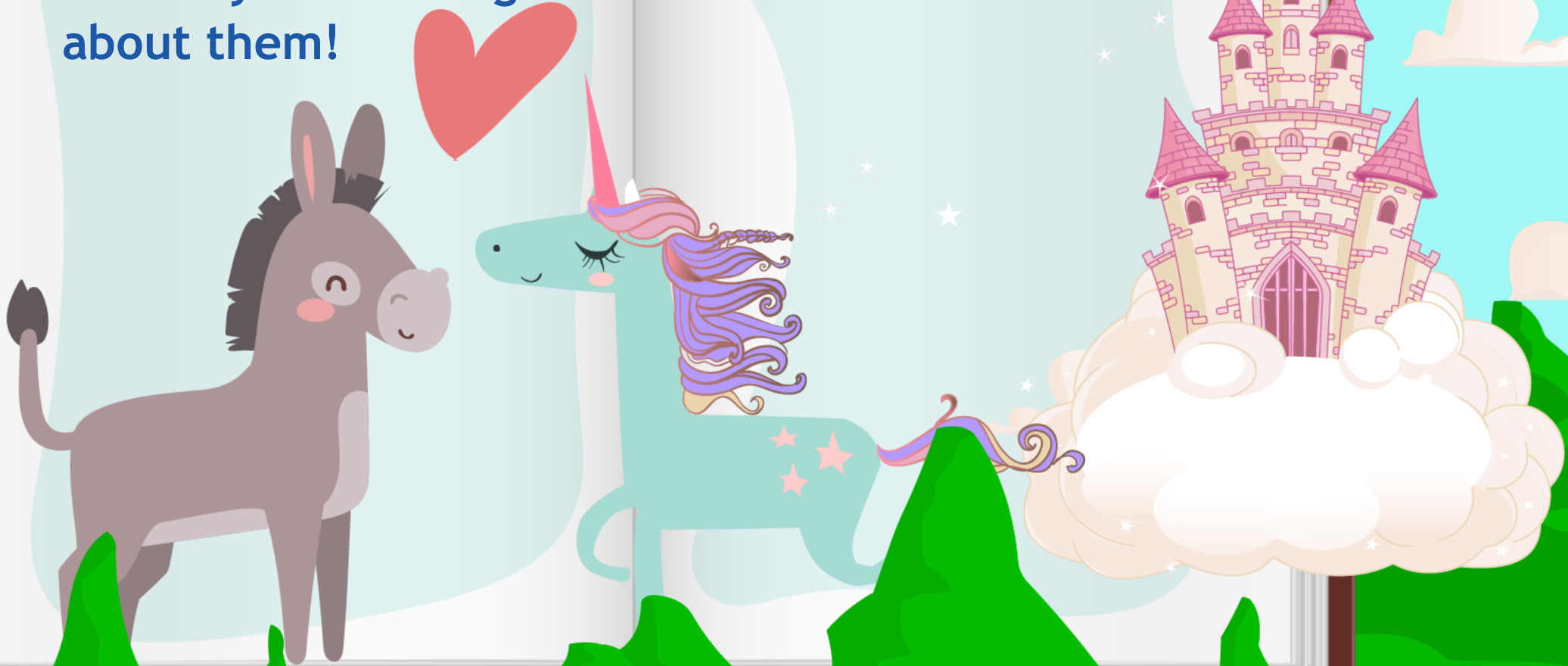
Hollywood studio DMG



Larry's Top 7 Facebook Ad Hacks for 2020

“Hack” = Non-Obvious (but not Illegal) + Super High Impact Stuff!

Facebook Ads used to be Amazing! I spent the last +7 years talking about them!



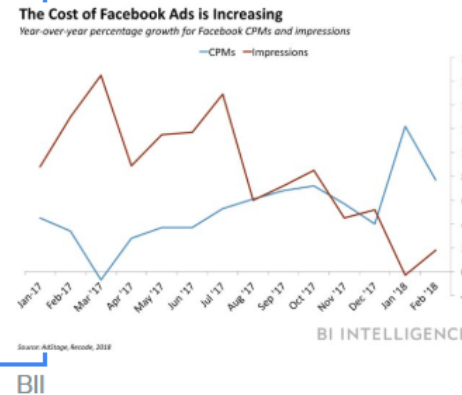
Facebook ad prices are rising after the News Feed change

Kevin Tran Mar. 8, 2018, 10:11 AM



CPMs Have Gone from \$1 to +\$100 in Last 6 Years.

This story was delivered to BI Intelligence "Digital Media Briefing" subscribers hours before appearing on Business Insider. To be the first to know, please click here.



The cost of Facebook ads has increased further since the platform tweaked its News Feed algorithm to de-prioritize publisher content, according to data from ad tech company AdStage per Recode.

Facebook announced the News Feed tweak in January, and AdStage found that CPMs (cost per thousand ad impressions) increased 122% year-over-year (YoY) in that month. In comparison, CPMs increased 45% YoY in January 2017.

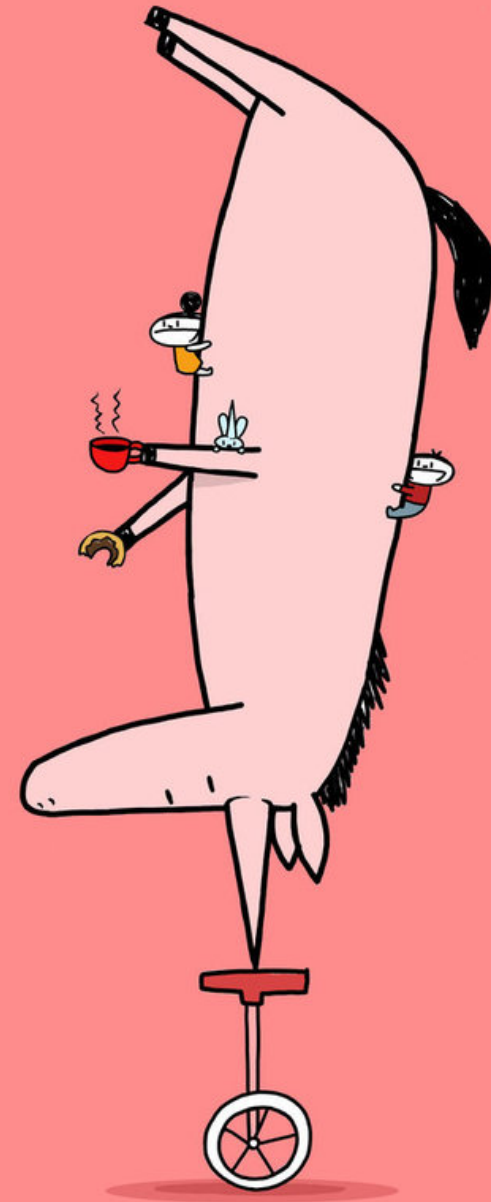


Old Ways of Doing FB Ads Aren't Leveraged Enough*



Larry's #7 Facebook Ad Hack

The Inverted Unicorn Ad Targeting Method





Whrere my stories begins

Sponsored · ⚙️

Love this!

Get yours here: <https://bit.ly/2MphVOU>



👍❤️ 17

8 Comments 7 Shares

👍 Like

💬 Comment

➦ Share

Most Relevant ▾



Write a comment...



Whrere my stories begins Get yours here => <https://bit.ly/2MphVOU>



BORNTREE.NET

LIFE TOOK ME TO ENGLAND - ARIZONA

Like · Reply · 1w

↪️ 1 Reply



Mimi Dake And our lives are being monitored.... creepy

Like · Reply · 14h



Jessica Border Dawn Greene Border I need this!

Like · Reply · 3d



Sheri Bell How many Arizonans live in England

Like · Reply · 2d

↪️ 2 Replies



Kaylah Rasmussen This is creepy. How did this ad know when I posted nothing about this?!?

Like · Reply · 2d

Write a comment...

How is this possible?

----- Forwarded message -----

From: [REDACTED] <[REDACTED]@cnn.com>

Date: Tue, Mar 5, 2019 at 8:26 AM

Subject: CNN inquiry

To: [REDACTED]:@mobilemonkey.com <[REDACTED]@mobilemonkey.com>

Hi Larry,

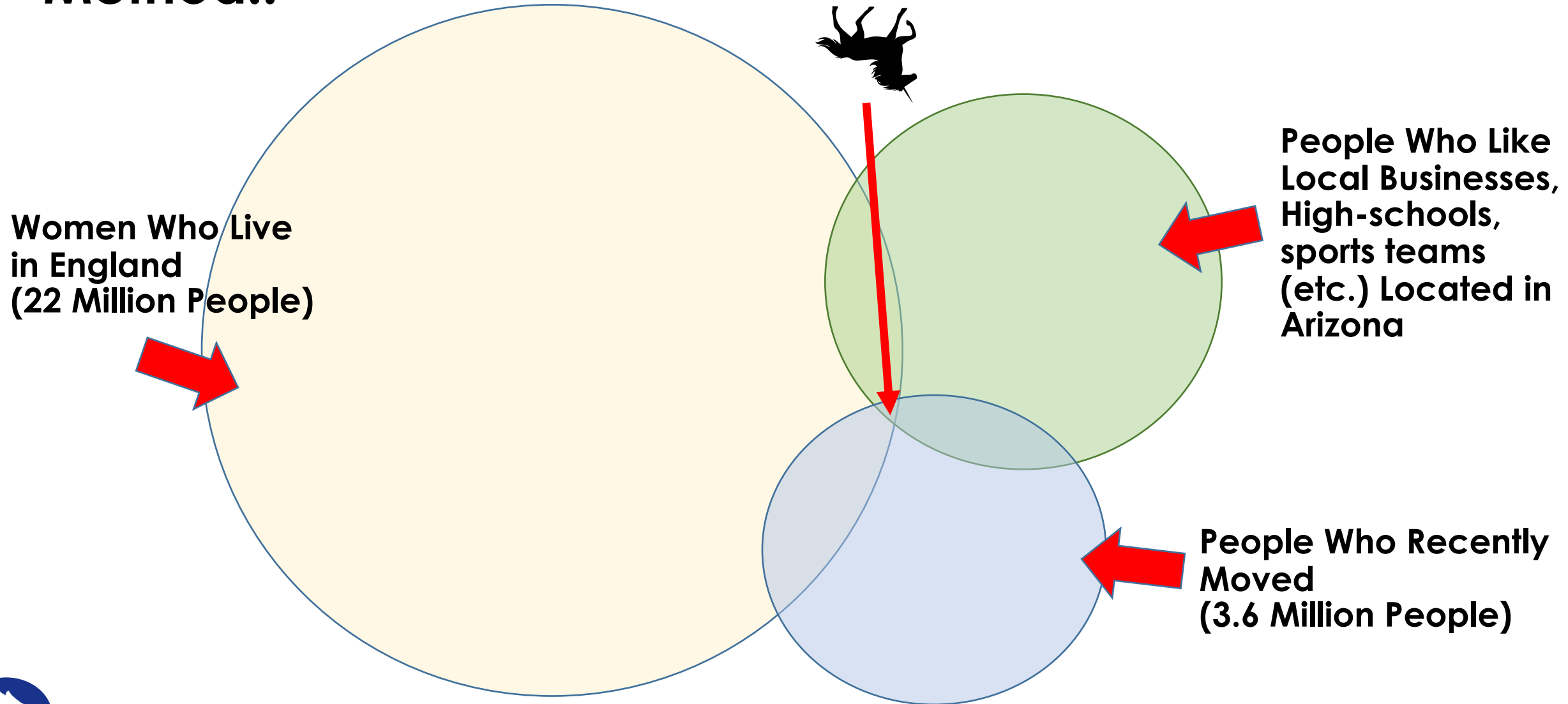
I am a reporter for CNN working on a story about Facebook ad targeting. It's more of an explainer for our readers, to help them understand how they end up getting a super targeted Facebook ad. I am working off of an ad I got featuring a T Shirt that said "Life brought me to England but I'll always be an Arizona girl." (I now live in the UK but grew up in Arizona, though spent 12 years in Washington). We thought this could be a fun way to sort of pull the curtain back ad targeting.

Might you have a few minutes to chat about this?

Thank you,



Behold: The Inverted Unicorn Facebook Ad Targeting Method!!





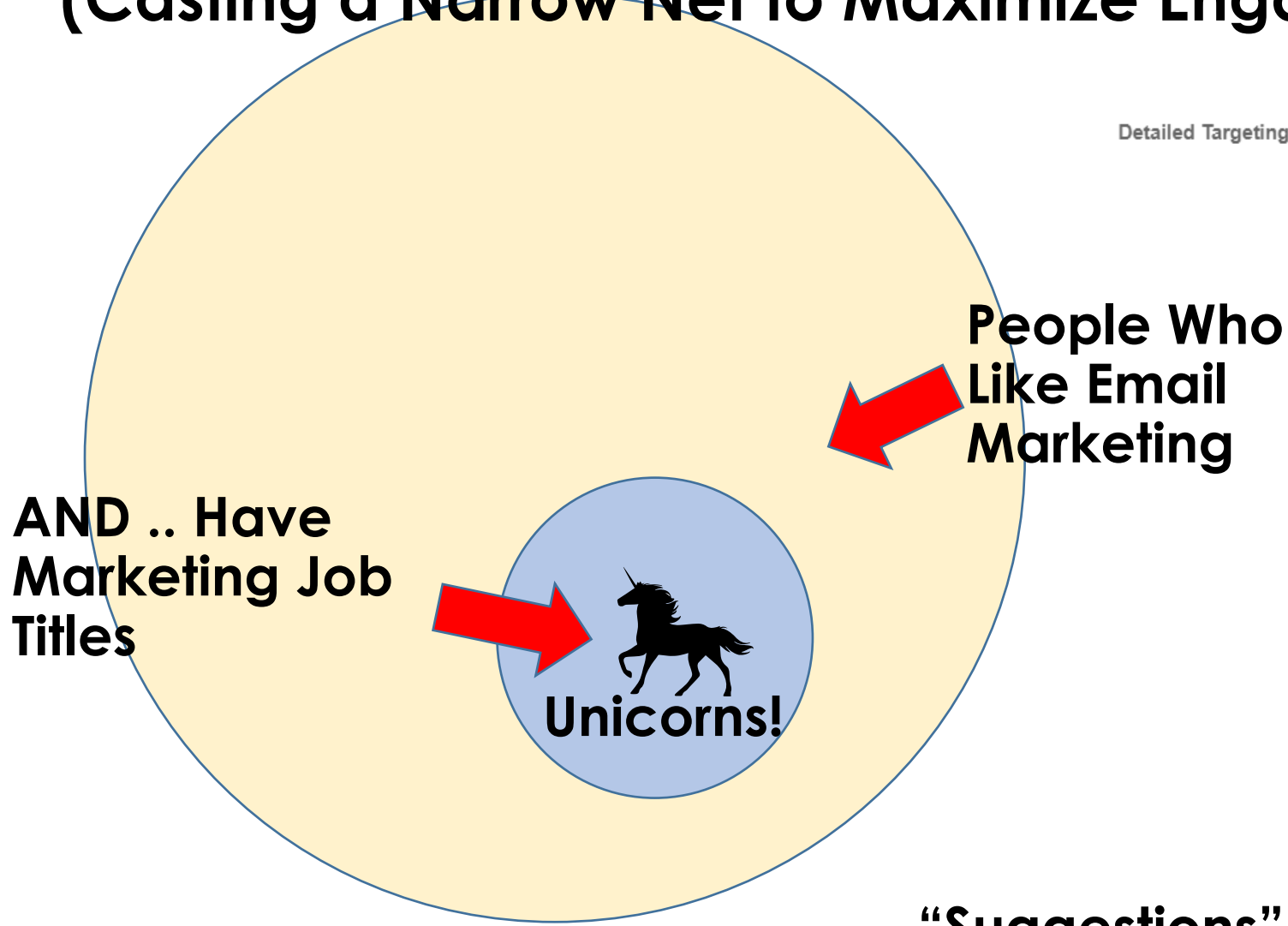
**Unrelated
Interests**

VS

**Related
Interests**



Normally We Target “Related Interests” (Casting a Narrow Net to Maximize Engagement Rates)



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

Interests > Additional Interests

Constant Contact

Infusionsoft

MailChimp

Interests > Business and industry > Online

Email marketing

Add demographics, interests or behaviors

Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Demographics > Work > Job Titles

Marketing

Add demographics, interests or behaviors

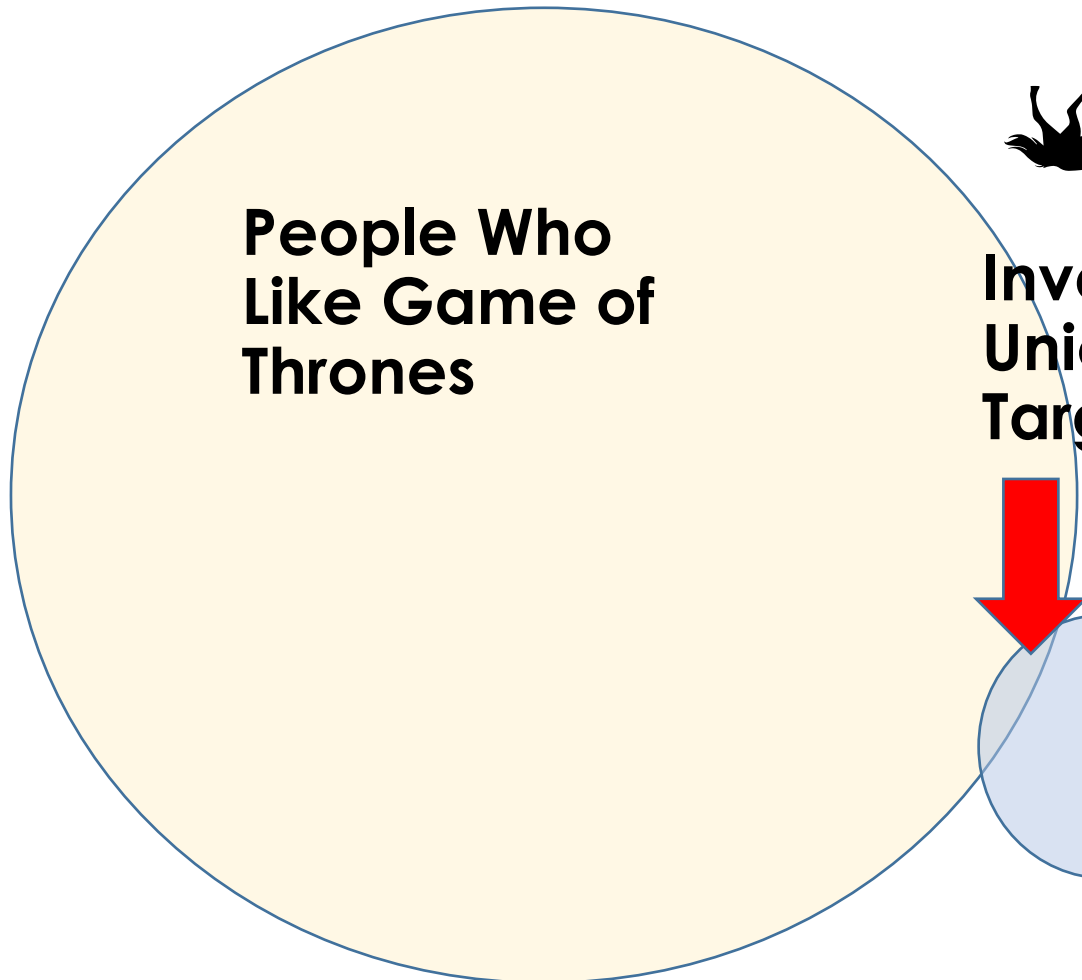
Suggestions | Browse

Exclude People or Narrow Further



“Suggestions” are **always** related interests!

Target two completely UNRELATED Interests + Reflect in Ad Copy



People Who Like Game of Thrones


Inverted Unicorn Ad Targeting!

People Who Like Email Marketing

Targeting Location - Living In: United States

Age: 25 - 55

Language: English (US) or English (UK)

People Who Match: Interests: MailChimp, HubSpot, Infusionsoft, GetResponse, Constant Contact, Email marketing, Marketing automation, Moz (marketing software), SEMrush or AWeber

And Must Also Match: Interests: Daenerys Targaryen, Tyrion Lannister, Game of Thrones, Arya Stark, Sansa Stark, Winter Is Coming, Jon Snow (character), Westeros or A Song of Ice and Fire

Less ▲



iContact

Sponsored (demo) · · *



Conquering the Seven Kingdoms takes great messaging. Try Email Marketing from iContact for free — no loot train required.



The Mother of Email Marketing Solutions

Don't get ambushed by competitors. Get to your customers first with iContact!

[HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT](https://www.icontact.com/lp/got-icontact)

[Sign Up](#)

26

2 Comments

Like Comment Share



iContact

Sponsored (demo) · · *



There are many ways to get the word out — don't just wing it! Get Email Marketing from iContact. Try us for free.



Email Marketing > Ravens

At iContact, Email Marketing is no game. Let our customer support team help you soar to new heights.

[HTTPS://WWW.ICONTACT.COM/LP/GOT-ICONTACT](https://www.icontact.com/lp/got-icontact)

[Sign Up](#)

28

1 Comment 1 Share

Like Comment Share

Ad Set Details

Budget	\$1,000.00 (CPM \$1.36) Buying type: Reach and frequency
Reach	423,119 (52% of 821,000 people)
Schedule	Aug 25, 2017 - Aug 28, 2017
Frequency Cap	Show ads no more than 6 times every 3 days Estimated lifetime average is 2.08 times per person
Placements	 iContact Facebook Feeds, Facebook Instant Articles, Facebook In-Stream Videos and Facebook Suggested Videos  icontact Instagram
Ad Scheduling	Ads run all day (Local time)

**Remarkably
Low Ad
Costs Due to
Unusually
High
Engagement
Rates**

- 1.3k Likes
- 120k Reached
- 235 Shares
- 68 Comments
- Cost: \$50

HOW??

Larry Kim ✓
Published by Larry Kim [?] · October 11 at 8:39am · 🌐

Sad! Facebook Ads, Fake News and the Shockingly Low Cost of Influencing an Election [DATA] 📄 📷 📺

Facebook Ads, Fake News and the Shockingly Low Cost of Influencing an Election [DATA]
Last week I ran an experiment to see if it's still possible to become a fake news media mogul on Facebook, nearly an entire year after the...
MEDIUM.COM

119,707 people reached [View Promotion](#)

Like **Comment** **Share**


You, Hong Ja Kim, Brian Wallace and 1.3K others [Top Comments](#)

235 Shares [68 Comments](#)

Danny Goodwin Sad!
Like · Reply · October 12 at 11:04pm

Larry Kim Published by Larry Kim [?] · October 11 at 8:39am ·

Sad! Facebook Ads, Fake News and the Shockingly Low Cost of Influencing an Election [DATA]



IT'S A FAAAAAAAAAAKE!

Facebook Ads, Fake News and the Shockingly Low Cost of Influencing an Election [DATA]

Last week I ran an experiment to see if it's still possible to become a fake news media mogul on Facebook, nearly an entire year after the...

MEDIUM.COM

119,707 people reached [View Promotion](#)

Like Comment Share

You, Hong Ja Kim, Brian Wallace and 1.3K others [Top Comments](#)

235 Shares 68 Comments

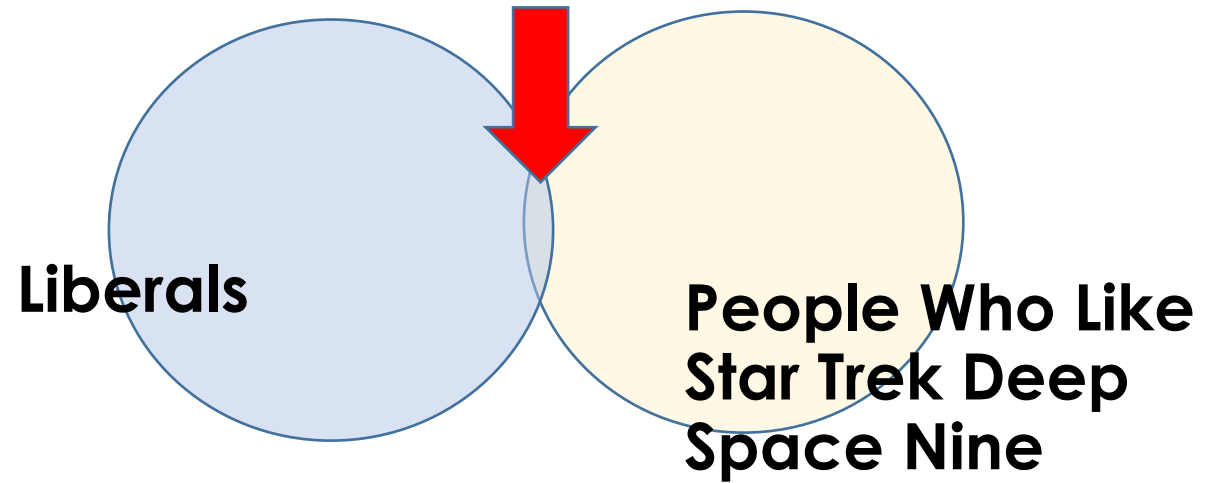
Write a comment...


Danny Goodwin Sad!
Like · Reply · October 12 at 11:04pm


Senator Vreenak of the Romulan Star Empire (from Star Trek DS9)






Inverted Unicorn Ad Targeting!






 **Lucky V Smith** So the Romulans not the Russians are behind everything...
Like · Reply · Message · 1y


 **Kevin D Lloyd** I remember that!!! 😂😂😂 Faaaaaaaake!!
Like · Reply · Message · 1y


 **Darrin Clough** Considering that said Romulan gets assassinated by a Federation Captain, I CAN live with it.
Like · Reply · Message · 1y





 **Courtney Cook** I approve of the use of my favorite star trek episode for this article
Like · Reply · Message · 1y  4


 **John Francis Travis Sr.** In the pale moon light ...
Like · Reply · Message · 1y  2



 **Stephen Archer** The lesson being, don't call stuff out as fake or Garrek will sabotage your shuttle.
Like · Reply · Message · 1y



 **Jamie Curcio** I'm so happy you used this image
Like · Reply · Message · 1y



 **Andy Kennedy** I ❤️ DS9, and this was one of my fav episodes
Like · Reply · Message · 1y

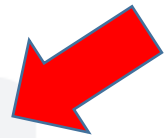
 **Aj Di Rocco** Now I get it GARREK rigged the election
Like · Reply · Message · 1y    9

 **Melissa Marino** We've got to keep up with that Cardassian!
Like · Reply · Message · 1y

 **Mike Allton** Hahaha! Love that scene from DS9! Great tie-in.
Like · Reply · Message · 1y  9

 **Andrew Kal-EI Feldman** How many people do you think know what DS9 means. I would say about just as many who know what V'ger means. Lol
Like · Reply · Message · 1y  2

 **Winston J.Wingo** That is one of my favorite ds9 episodes by the way.
Like · Reply · Message · 1y  1



Summary: Inverted Unicorn Ad Targeting

1. Ridiculous Targeting:

Combine totally unrelated targeting attributes



2. Making Boring Ads Interesting: By simultaneously appealing to multiple Interests



3. Cutting Down Huge Audiences: When budget is way smaller than audience size.



Key Takeaway: Lot of kooky ad targeting strategies to try out here!

Larry's #6 FB Ads Hack: Facebook Web Traffic Bomb



THE NEW YORK TIMES BOOK REVIEW

Best Sellers

This Week	FICTION	Last Week	Weeks On List
-----------	---------	-----------	---------------

1	MINDSTRETCH , by Pamela McLaughlin. (Warner, \$24.95.) Trang Martinez suspects her Pilates instructor may also be a vicious serial killer.		1
---	---	--	---

2	SAGEKNIGHTS OF DARKHORN , by Gerry Banion. (Morrow, \$26.95.) Astrid Soulblighter attempts to reclaim the throne from the wicked Scarkrig clan. The fifteenth volume of the "Bloodrealms" series.	1	3
---	--	---	---

3	THE BALTHAZAR TABLET , by Tim Drew. (Doubleday, \$24.95.) The murder of a cardinal leads a Yale professor and an underwear model to the Middle East, where they uncover clues to a conspiracy kept hidden by the Shriners.	3	58
---	---	---	----

4	GREAT FISH , by Liz Martin. (Simon & Schuster, \$23.95.) The Biblical story of Jonah, retold from the point of view of the whale.	5	18
---	--	---	----

5	NICK BOYLE'S SHOCK BLADE: LYNCHPIN , by Simon Moskowitz. (Broadman & Holman, \$24.99.) After a coup by Admiral Chao threatens to destroy the Internet, the ShockBlade team is forced to ally with their Chinese rivals.		1
---	--	--	---

This Week	NONFICTION	Last Week	Weeks On List
-----------	------------	-----------	---------------

1	CRACKED LIKE TEETH , by Dexter Eagan. (Morrow, \$25.95.) A memoir of petty crime, drunken brawls, and recovery, by a winter who was addicted to paint thinner by age nine.		1
---	---	--	---

2	EMPANADAS IN WORCESTER , by James W. (Farar, Straus & Giroux, \$27.50.) Travels from Khartoum to Madras to Rhode Island. A columnist for CNN suggests globalization may lead to a more but friendlier world in the 21st century.		
---	---	--	--

3	WRONG: THE LIBERAL PLAN TO HURT AND PERVERT YOUR KIDS , by Katie Couric. (ReganBooks/HarperCollins, \$25.95.) TV's "Smashmouth" takes aim at "Homophobic molesters," "media jihadis," public schools, and others.		
---	--	--	--

4	NEEDS IMPROVEMENT IN ALL AREAS , by Margot Kilby with Sean Boyland. (ReganBooks/HarperCollins, \$29.95.) An attack on President George W. Bush, written by his former kindergarden teacher.	3	4
---	--	---	---

5	JOCKSTRAPS AIN'T FOR EATING , by J. D. Peggerson. (St. Martin's, \$29.95.) The former	7	2
---	--	---	---

Weird Hack to
GUARANTEE a
spot on NY
Times Bestseller
List?

These Sites Generate Tons of Free Exposure and Work the Same Way!





Larry Kim
Jan 26 · 4 min read

Recommended by you, Darren Shaw, and 9,012 others

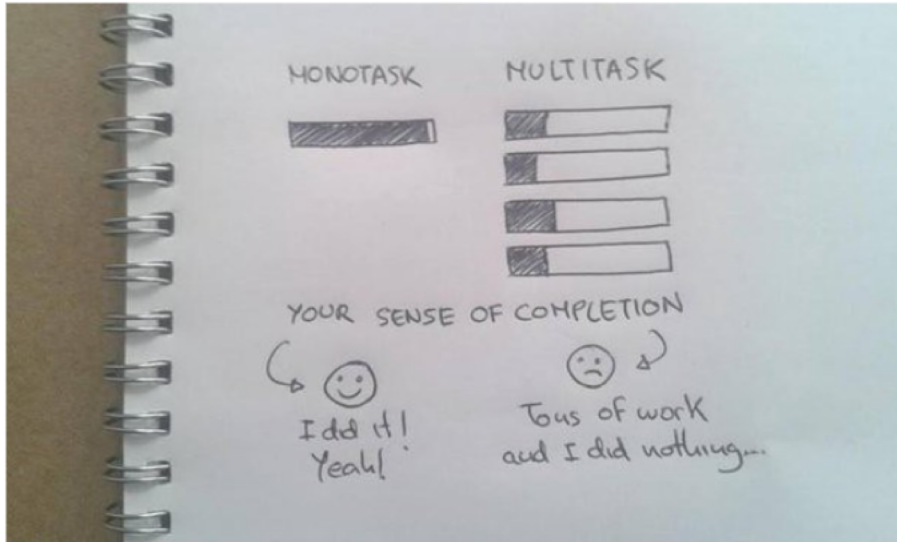


9K



286



















Multitasking is Killing Your Brain



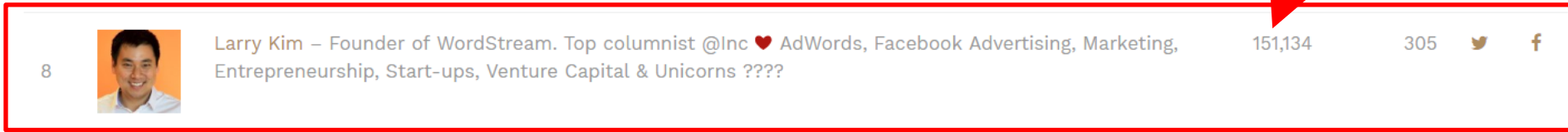
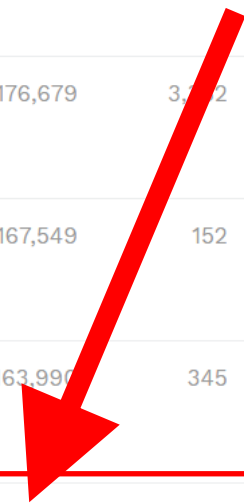
Over a Million Views & 9,012 Likes!

Many people believe themselves to be multitasking masters, but could it all be in their heads?

Roney Ngala ★ and 2 others

1		Tim O'Reilly – Founder and CEO, O'Reilly Media. Watching the alpha geeks, sharing their stories, helping the future unfold.	213,033	1,336		
2		Gary Vaynerchuk – Family first! But after that, businessman. CEO of @vaynermedia. Host of The #AskGaryVee Show. A dude who loves the Hustle, @WineLibrary & the @NYJets	211,072	4,557		
3		Ev Williams – Reader, writer, ponderer, father. CEO of Medium // @ev	186,533	1,118		
4		Hillary Clinton – Wife, mom, grandma, women+kids advocate, FLOTUS, Senator, SecState, hair icon, pantsuit aficionado, 2016 presidential candidate.	185,516	132		
5		Marc Andreessen – 'Andreessen is the quintessential guy who is wrong with corporate America...Hard to hear, talks with a squeaky voice that only a dog can understand.'-Carl Icahn	176,679	3,112		
6		Jason Fried – Founder & CEO at Basecamp. Co-author of Getting Real, Remote, and REWORK. http://basecamp.com	167,549	152		
7		Biz Stone – Co-founder and CEO Jelly Industries, Inc. Also Co-founder of Twitter, Inc and A Medium Corporation.	163,990	345		
8		Larry Kim – Founder of WordStream. Top columnist @Inc ❤️ AdWords, Facebook Advertising, Marketing, Entrepreneurship, Start-ups, Venture Capital & Unicorns ????	151,134	305		

**Ranked #8
Author on
Medium! HOW?!**



Over Half a Million Views per Month! HOW?

Stats

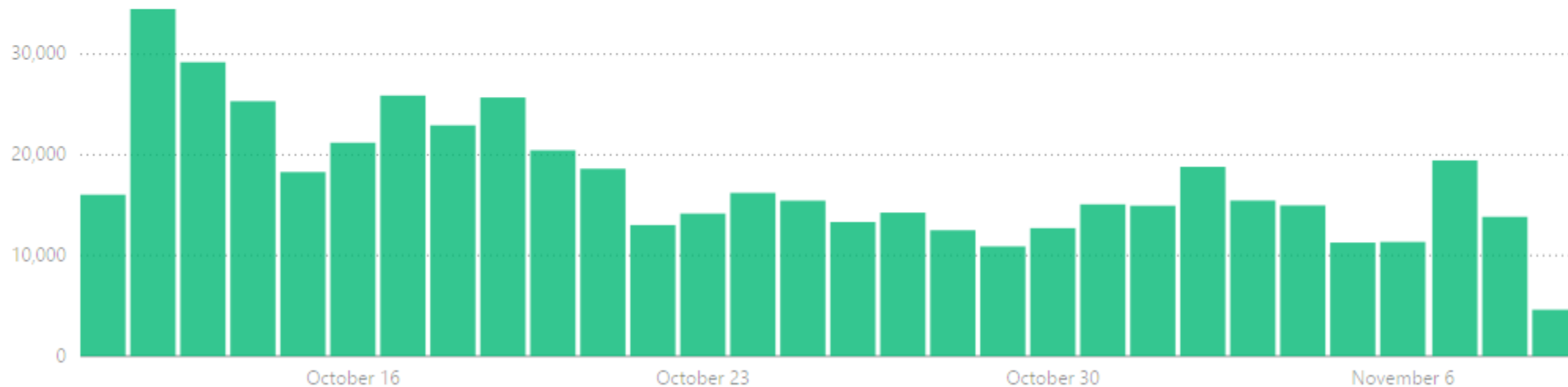
Click story below to view in chart

[Learn more about using stats](#)

520,495
Views (30 days)

203,956
Reads (30 days)

23,049
Recommends (30 days)



< Prev 30 days | Next 30 days >

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

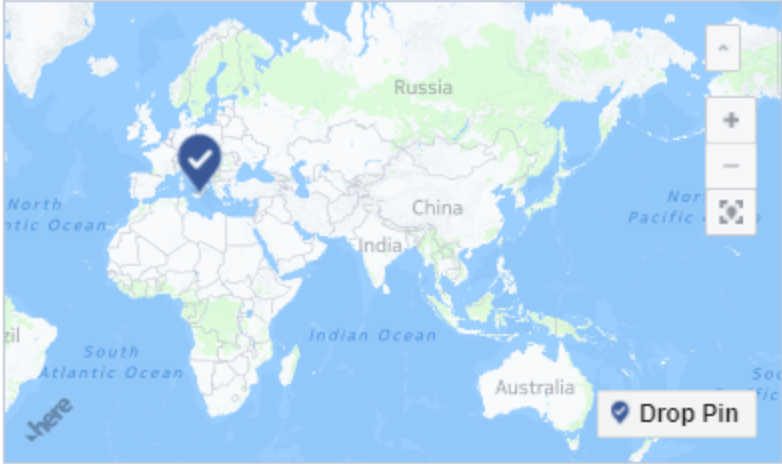
Exclude | Create New ▾

Locations ⓘ

Worldwide

Worldwide

Include ▾ | | Browse



Drop Pin

Add Bulk Locations...

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

Platforms

- Facebook
- Instagram
- Audience Network
 - Native, Banner and Interstitial
 - In-Stream Videos Ineligible
 - Rewarded Videos Ineligible
- Messenger

Buy the Cheapest Clicks Available!

+ Create

Duplicate

Edit

Create Rule

Column

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Link Clicks ⁱ	CPC (Cost per L... ⁱ	Reach ⁱ	Cost per Result ⁱ	Amount Spent ⁱ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	24-48	812	\$0.01	29,202	\$0.01 Per Link Click	\$12.08
		Nepal	110	\$0.02	5,126	\$0.02	\$2.39
		Bangladesh	97	\$0.02	4,366	\$0.02	\$1.54
		Ethiopia	72	\$0.02	1,855	\$0.02	\$1.09
		Afghanistan	68	\$0.01	1,567	\$0.01	\$0.73
		Somalia	60	\$0.01	1,167	\$0.01	\$0.62
		Bhutan	33	\$0.01	960	\$0.01	\$0.32
		India	33	\$0.02	864	\$0.02	\$0.72
		Iraq	30	\$0.02	824	\$0.02	\$0.47
		Haiti	21	\$0.01	568	\$0.01	\$0.18
		Tanzania	19	\$0.01	784	\$0.01	\$0.20
▶ Results from 1 ad set ⁱ			812 Total	\$0.01 Per Action	29,202 People	\$0.01 Per Link Click	\$12.08 Total Spent



PLEASE READ THE SIDEBAR AND REPORT ANY POSTS WHICH DO NOT MEET THE GUIDELINES

You are not a member of this community. Please respect that by not downvoting.

↑
1564



Excel tricks to make you a power user (inc.com)

95 comments share

all 95 comments

sorted by: best ▼

↑ [-] **infiniteart** 68 points 7 days ago

index match match

permalink

↑ [-] **Jdrawas** 34 points 7 days ago

This list was really "how not to be a total noob in excel". I think that Index Matches are about it. It is also slightly more difficult than the things mentioned in the article.

permalink parent

↑ [-] **atcoyou** 12 points 7 days ago

Thought this might have been hyperbole, but it sounds like the article itself was being hyperbolic... vlookup... ffs is this I don't even know what to put on my resume at this point re: excel. Expert and Power User apparently only gets me up

1564 Upvotes +
Front Page +
500k Views!

(Targeting
"Excel" +
"Reddit")





PERSONALLY, I THINK THE IDEA THAT FAKE NEWS ON FACEBOOK, OF WHICH IT OF THE CONTENT, INFLUENCED THE ELECTION IN ANY WAY, I THINK

- Mark Zuckerberg, CEO

...we have found approximately \$100,000 in ad spending... with roughly 3,000 Facebook ads... accounts and pages affiliated with one another and likely operated on September 6, 2017

#5: The Russian Ad Targeting Method

Donald Trump Protester Speaks Out: “I Was Paid \$3,500 To Protest Trump’s Rally”

October 5, 2017 | Steve Jenkins



PHOENIX A.Z. (AP) — For months now, rumors have circulated the Internet that individuals were being paid to protest at rallies held by presidential hopeful Donald Trump. Today a man from Trump’s rally in Fountain Hills, Arizona back in March has come forward to say that he was paid to protest the event.

“I was given \$3,500 to protest Donald Trump’s rally in Fountain Hills,” said 38-year-old Paul Horner. “I answered a Craigslist ad about a group needing actors for a political event. I interviewed with them and got the part.”

Trump supporters have been claiming that protesters are being paid by the Bernie Sanders’ campaign, but Horner disagrees.

“As for who these people were affiliated with that interviewed me, my guess would be Hillary Clinton’s campaign,” Horner said. “The actual check I received after I was done with the job was from a group called ‘Women Are

Recent Posts



*Donald Trump
Protester Speaks Out: “I
Was Paid \$3,500 To Protest
Trump’s Rally”*
October 5, 2017



*Back from Iraq: an
exclusive interview with
U.S. C...*
August 22, 2016



UN US Army United Nations peace

United States

- Michigan
- Pennsylvania
- Wisconsin

Include | Type to add more locations | Browse

Drop Pin

Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages English (All) | Enter a language...

Audience Size

Your audience is defined.

Potential Reach: 4,400,000 people

Estimated Daily Results

Reach
750 - 3,900 (of 3,600,000)

Post Engagement
32 - 190 (of 12,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

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

- Demographics > Politics (US)
- Likely to engage with political content (conservative)
- US politics (conservative)
- Demographics > Politics (US) > Self reported
- Donate to conservative political causes

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

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

- Demographics > Politics (US)
- US politics (conservative)
- Add demographics, interests or behaviors | Suggestions | Browse
- US politics (very conservative) | Demographics
- Republican Party (United States) | Interests
- Likely to engage with political content (conser... | Demographics
- Donald Trump | Interests
- Fox News Channel | Interests
- Donald Trump for President | Interests
- National Rifle Association | Interests
- US politics (moderate) | Demographics
- People to conservative political causes | Demographics

Tip: Adding more options here will make your audience bigger. To refine your audience, use the links below to exclude people or narrow based on other details.

2,983,013 people

Demographics > Politics (US) > Likely to engage with political content (conservative)

Description: People whose activity on Facebook suggests that they're more likely to engage with/distribute conservative political content

Report this as inappropriate



Search



Lawrence

Home

Find Friends



Citizen News Nexus

13 hrs · 🌐

Donald Trump Protester Speaks Out: "I Was Paid



Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website

PHOENIX A.Z. (AP) — For months now, rumors have circled that individuals were being paid to protest at rallies held by...
CNNNETWORKS.COM

3,054 people reached

👍 Like 💬 Comment ➦ Share

👍 🤔 😬 Cheryl Cussigh, Doug Dodge Sr. and 19 others

13 Shares

Kathy Wizner \$ is the answer?
Like · Reply · Message · 📺 2 · 50 mins

Notifications

Mark All as Read · Settings

- Dave Withbroe and James Pibbles like your Page Citizen News Nexus.
📄 about a minute ago
- Mike Winker, Aaron Spicer and 2 others shared Citizen News Nexus's post.
📄 15 minutes ago
- John Devaney, Kim Kollmann and 2 others commented on Citizen News Nexus's link.
💬 22 minutes ago
- Gloria Day, Michael Seekman and 2 other people recently liked Citizen News Nexus's link: "Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website"
👍 28 minutes ago
- You reached your billing threshold and were charged \$25.48 for your ads.
💳 35 minutes ago
- Ma Roday, William Edwards and 2 other people recently reacted to Citizen News Nexus's link: "Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website"
👍 39 minutes ago
- Frank Zwetolitz followed your Page Citizen News Nexus.
📄 41 minutes ago
- Page admins boosted posts similar to "Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website" and reached more people. Boost your post for \$10 to reach more people.
💰 12 hours ago
- Your boosted post "Donald Trump Protester Speaks Out: \$3,500 To Protest Trump | website" is approved!
💰 13 hours ago
- Thanks for creating your first ad!
💰 13 hours ago

See All

Português (Brasil) · Français (France) · Deutsch

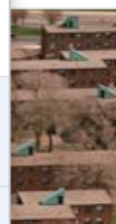
See All



+ Join



+ Join



+ Join

+



MobileMonkey

Like Comment Share

Wendy Gilbert-Doak, Neil Gracer and 41 others Chronological *
27 Shares 20 Comments

Kathy Wizner \$ is the answer?
Like · Reply · Message · 2 · 56 mins
1 Reply

...

Melody Montgomery Soros at work wake up America
Like · Reply · Message · 4 · 24 mins

Rae Rivera See that you are making money under the TRUMP ADMINISTRATION !!! How Awesome is that 😄😄😄
Like · Reply · Message · 1 · 24 mins
1 Reply

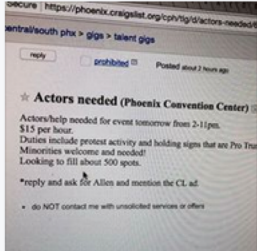
...

Christina Tower-Mason It is said we all have our price..... I think he was bought cheap.
Like · Reply · Message · 20 mins

...

Jamie King This has been happening for a year a lot. Soros a big buyer
Like · Reply · Message · 12 mins

Stephen Finn That's good money, you says democrats are cheap, where can we sign up?
Like · Reply · Message · 12 mins

Stephen Finn To go to his rallies too..

Like · Reply · Message · 10 mins

...

Cheche Rodriguez If that were true he should be in jail For taking bribes and disturbing the peace just like trump
Like · Reply · Message · 9 mins

...

Glenn Russell Where do I sign up
Like · Reply · Message · 8 mins

Dave Mitchell Lol such a reliable "news" site. You know its legit when they try to make it look like a CNN website lol.
And some shots of craigslist ads always lends some legitimacy. Because you cant just go on craigslist and, you know, make up shit lol.
Like · Reply · Message · 7 mins · Edited

...

Suggested Groups



Nothing for Sale, Dorchester
821 members



Medford Square
1,813 members



Boston College Memes for Jesuit Tweens
3,796 members

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choice · Cookies · More · Facebook © 2017

- 42 "Likes"
- 27 shares
- 20 comments
- 30 page likes
- 2000 website clicks
- \$50!

**What if You ALSO Targeting
The Opposite Ideological
Extreme (Eliminate
Moderates)**





10,700 Likes
1,593 Shares
390 Comments
65,434 Views!

Working Moms Raise More Successful Daughters and Empathetic Sons: Harvard Study



Larry Kim
Chief Executive Officer at Mobile Monkey
[193 articles](#)



65,434



10,701



390



1,593

A mother's guilt never ends.

Ad Set Name 18+

Gender All Men Women

Languages Enter a language...

Detailed Targeting Include people who match

Demographics > Work > Employers

Successful Stay At Home Moms

Demographics > Work > Job Titles

Being a Full time Mommy!

Full Time Mother

Homemaker/Mommy

Mommy CEO

Mommy/Housewife

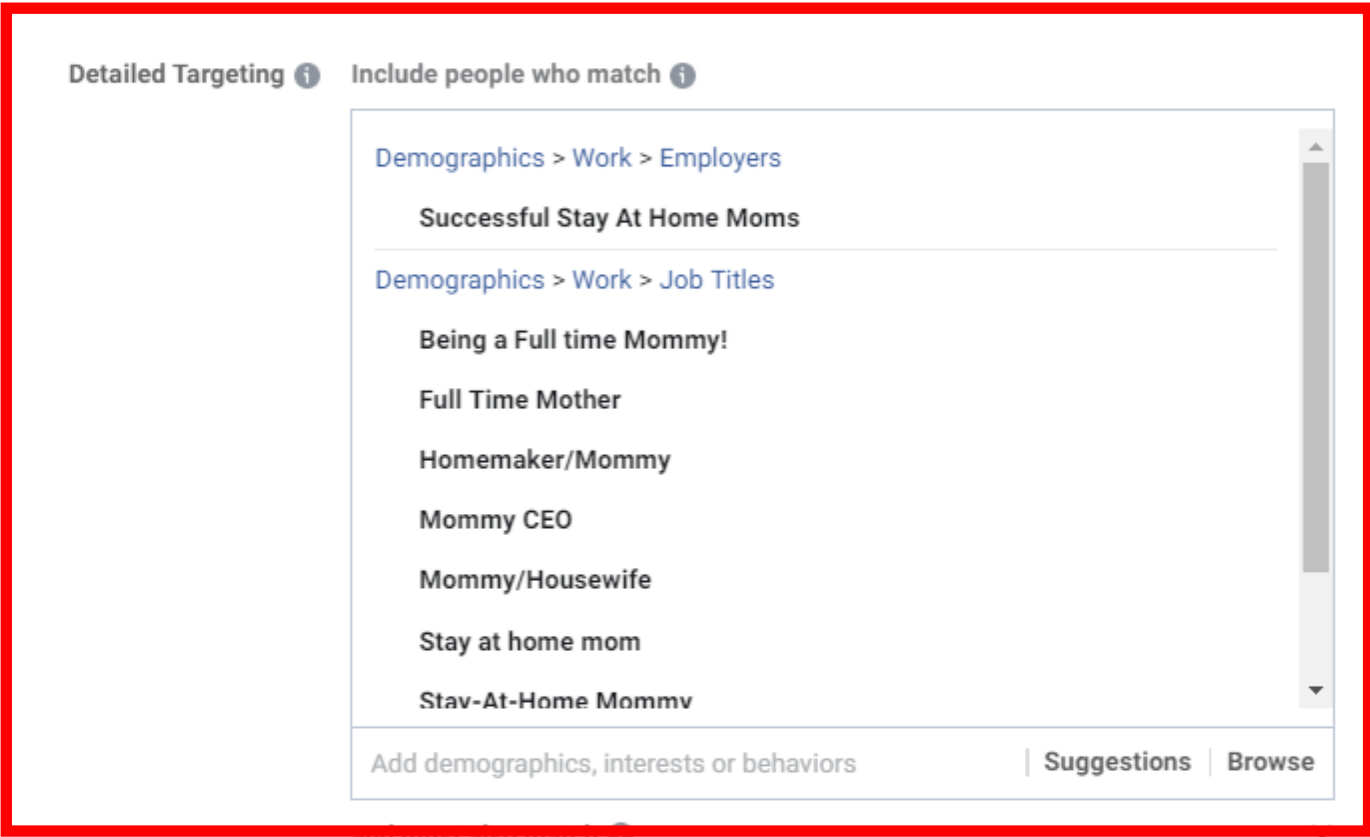
Stay at home mom

Stav-At-Home Mommv

Add demographics, interests or behaviors

Suggestions Browse

While Simultaneously Promoting To People Who Likely Strongly Disagree With The Content = Lively Discussion

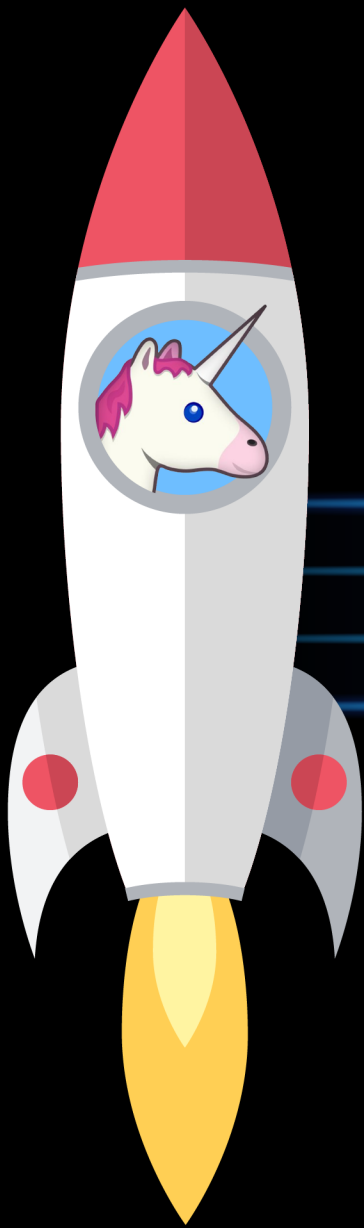


Larry's #4 Crazy Remarketing Strategy

**Just Say No to
“Regular
Campaigns”.
(Only Run
Remarketing
Campaigns)***



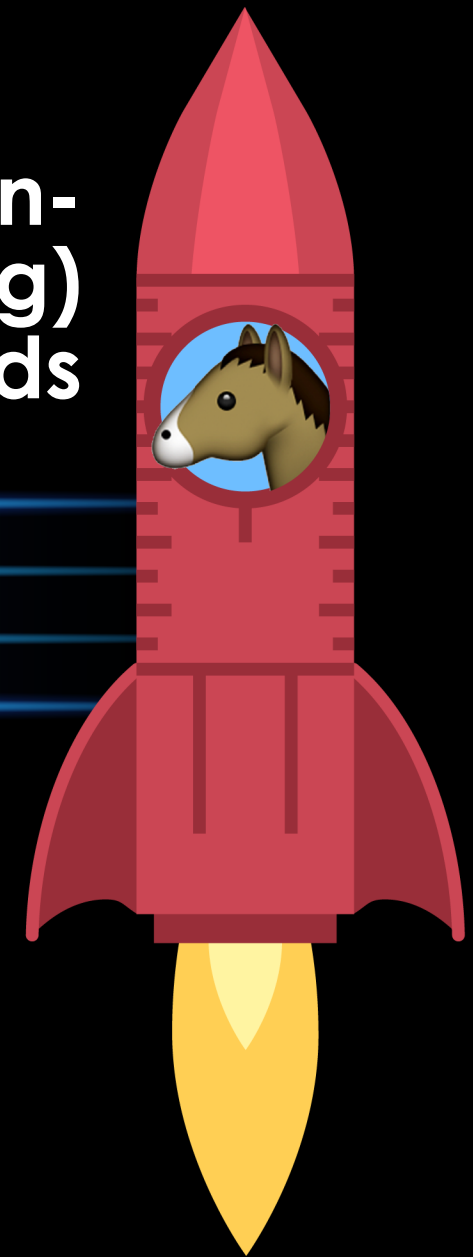
* ESPECIALLY If Budgets are Tight, set 100% of Ad Budget = Remarketing.



**Remarketing
Ads**

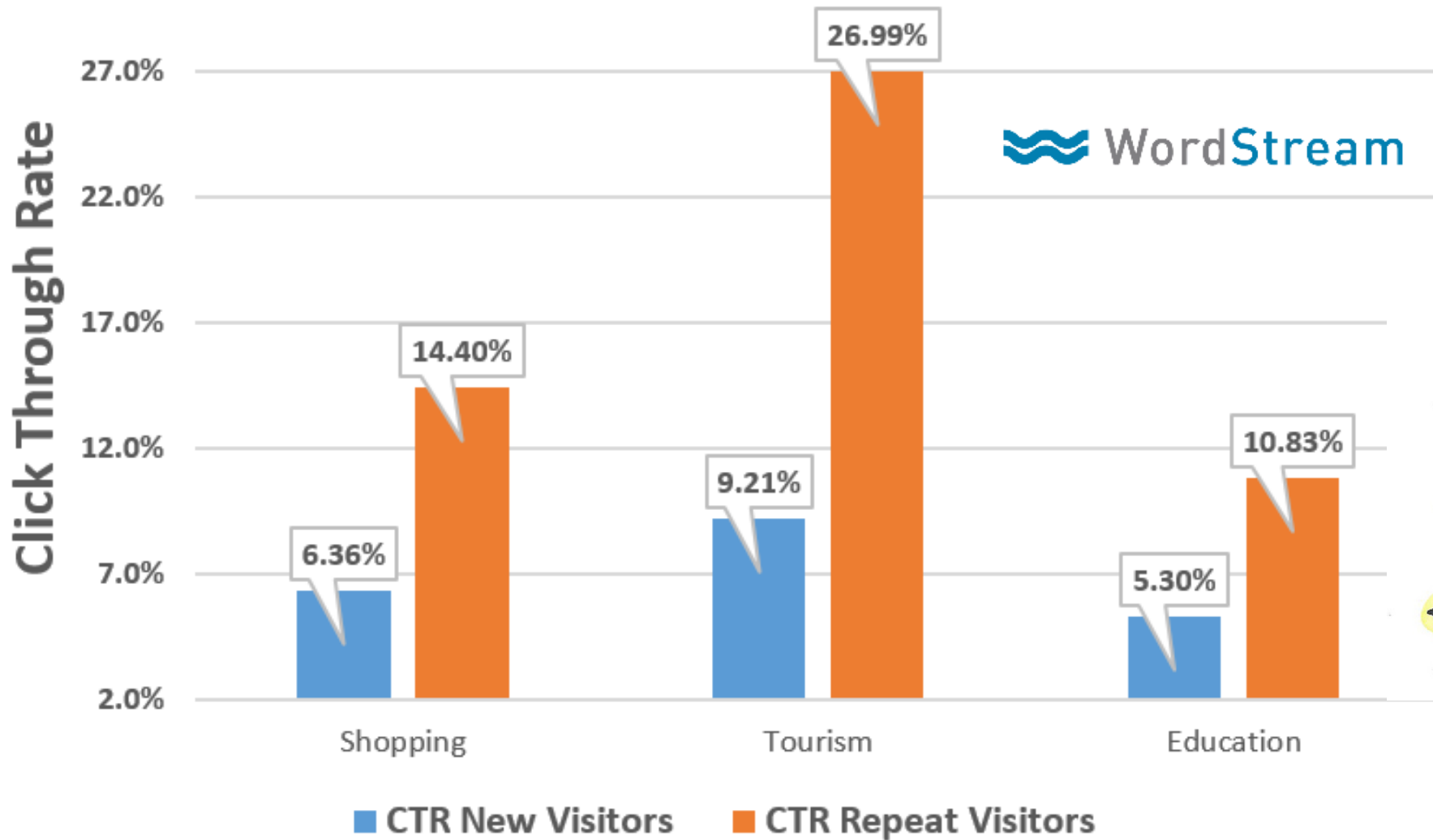
**Regular (Non-
Remarketing)
Facebook Ads**

VS

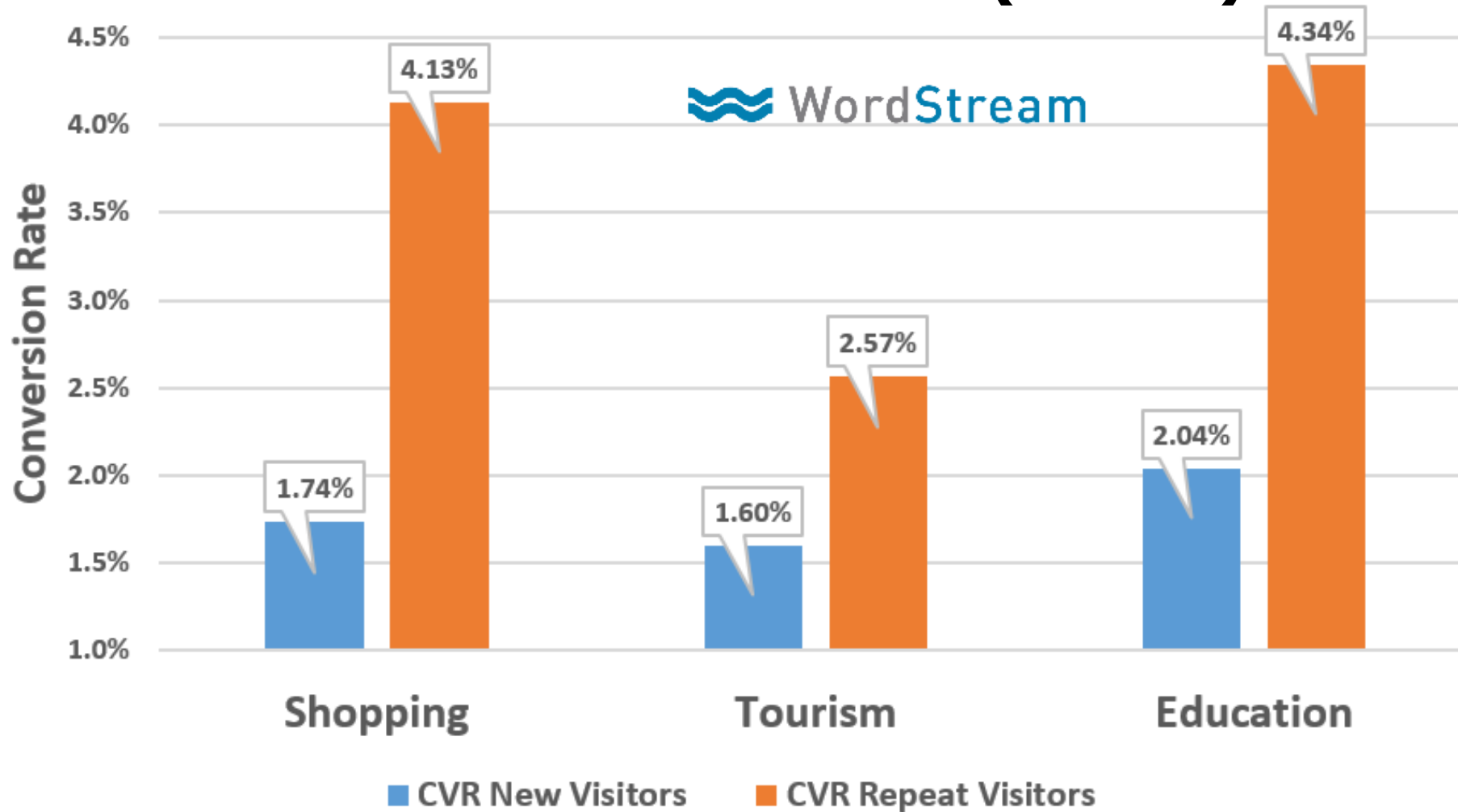


**We Ran Same Ads,
Bids & Budgets.
What Happened?**

Brand Affinity DRAMATICALLY Impacts CTR (+2-3x!)



Brand Affinity DRAMATICALLY Impacts CONVERSION RATES (+2-3x!)





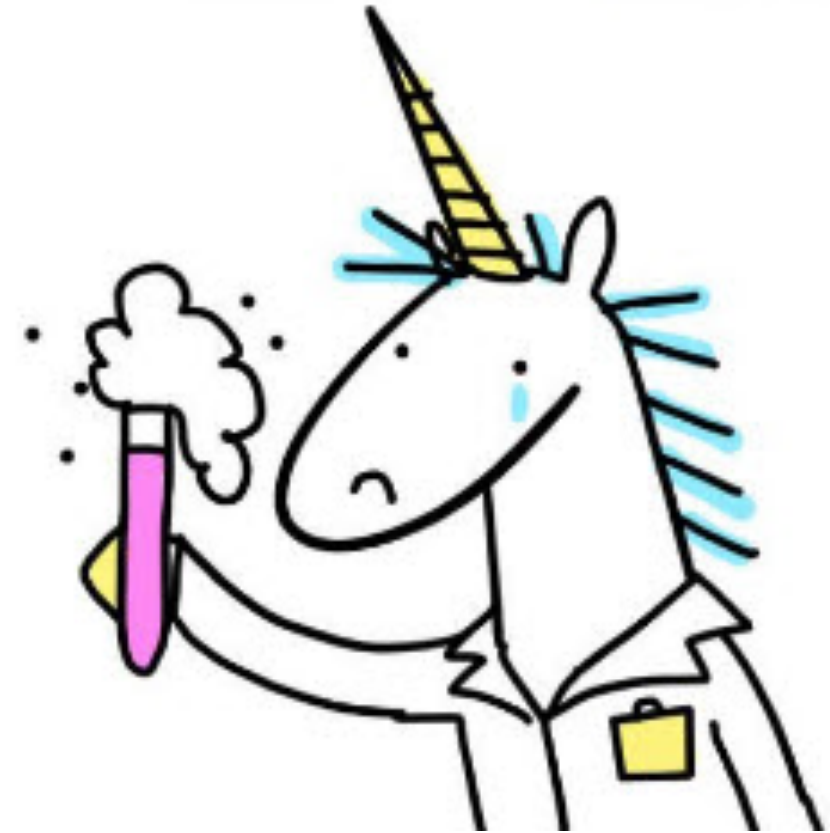
**On Average ~70% of
Your Conversions
Come From Your
Remarketing
Audiences
(Representing on
average 10% of your
Ad Spend.)**



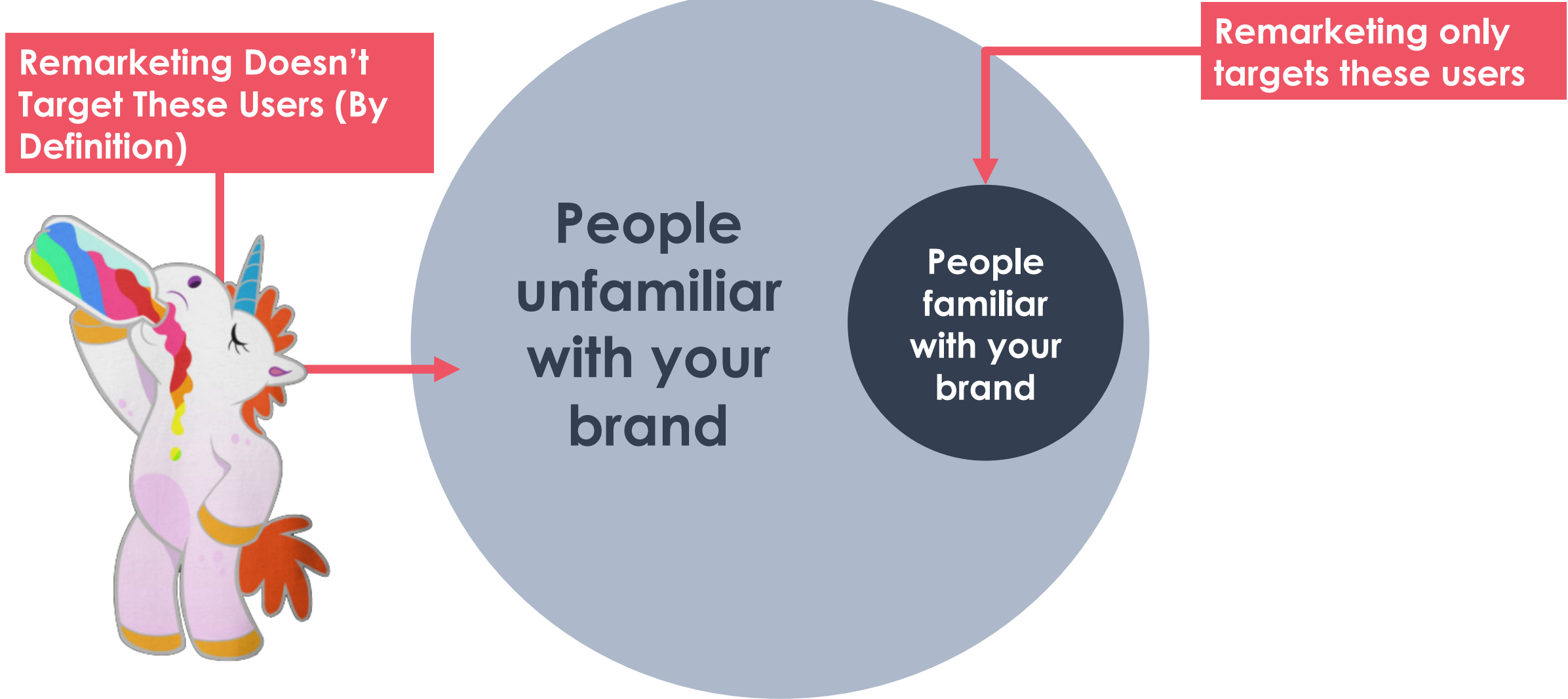
**Alternatively: ~90%
of Your Spend
Generates Just 30%
of your conversions
(and is should be cut
if limited by budget)**

Behold The Power of Remarketing!

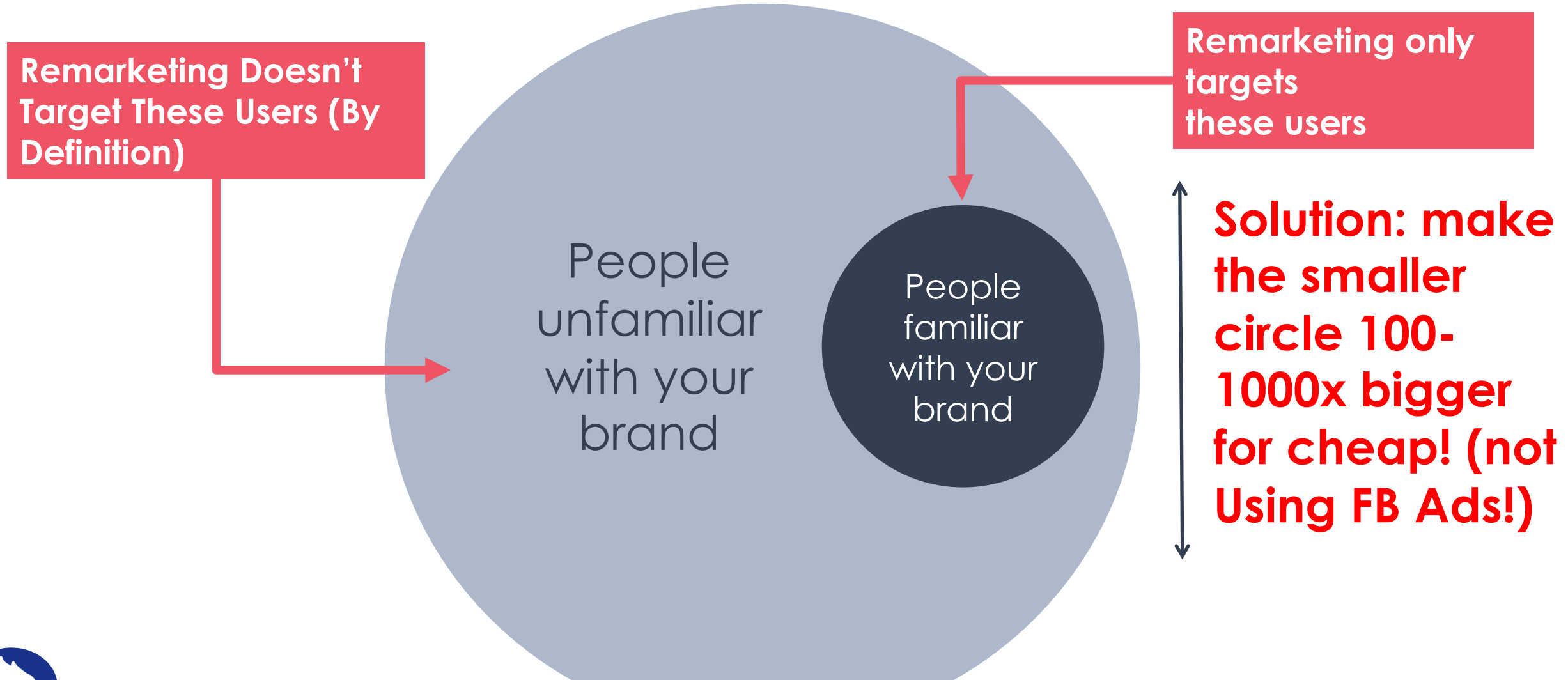
- ✓ Triples Click Through Rates
- ✓ Cuts Effective CPC in Half
- ✓ Triples Conversion Rates
- ✗ Cuts Impression Volume by +10x



The Problem with Remarketing: Small Audiences

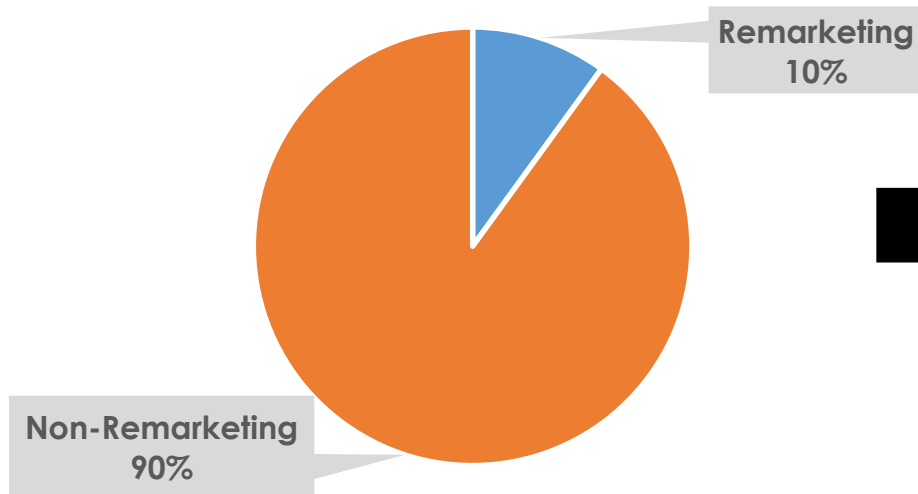


Solution: Fix Remarketing Volume Issue By Dramatically Expanding Cookie Pools



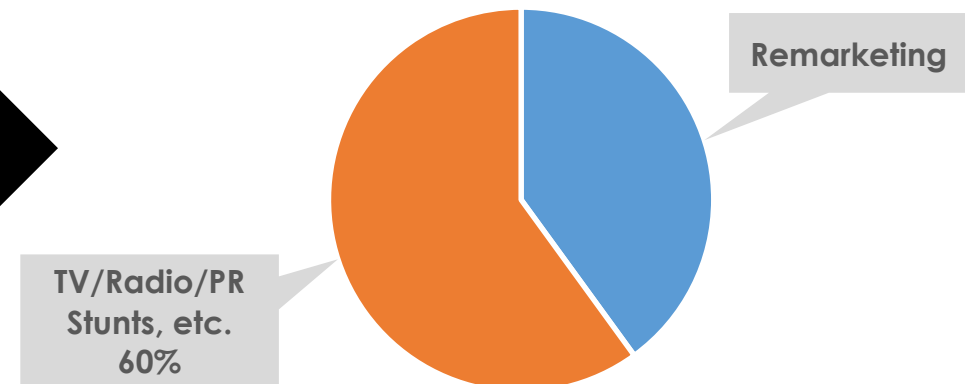
Divert Non-Remarketing Budget to Cheaper “Audience Growth” Campaigns

Old FB Budget Allocation:
Remarketing vs. Non-Remarketing



1. Eliminate All Non-Remarketing Spend

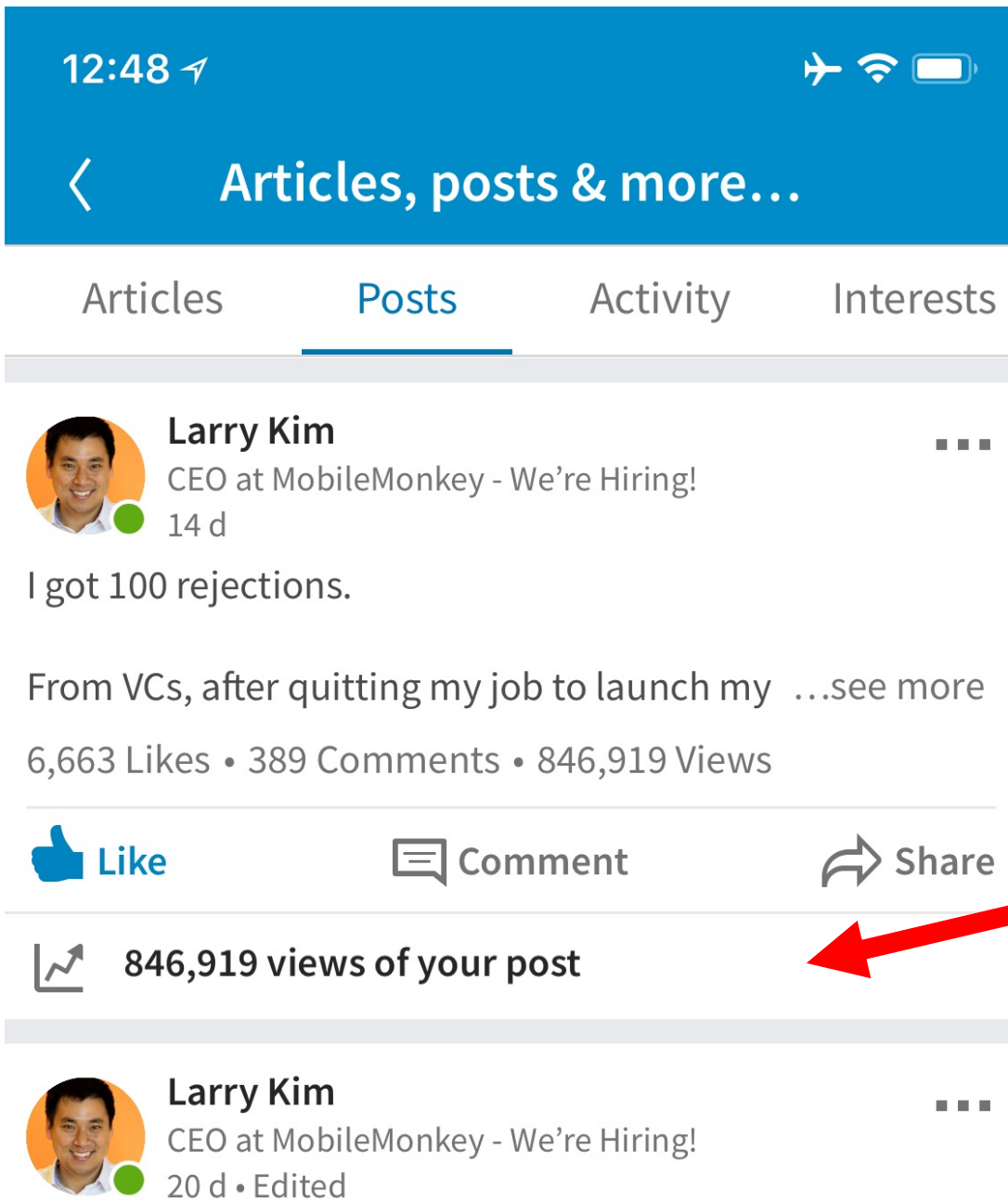
New FB Ads Budget Allocation:
Remarketing Only + PR Stunts / TV /
Radio (etc.)



2. Divert Budget to Cheaper PR Stunts (Inverted Unicorn, Web Traffic Bomb etc.) or Broadcast Marketing to Grow Audiences

**Example of
Generating
Mad Hits for
Free (or very
Cheap).**





LinkedIn “Broetry” (Double Spaced Poems about Work & Life on LinkedIn)

= 850k Views
= 25.5k Website Visitors

Cost = 15 Minutes

How Marketing REALLY Works



STEP 1:

Awareness Creation: Create kooky PR stunts and broadcast ads that target your customer demographics to create enormous audiences



STEP 2:

Bias Formation: People See Your Content, But Don't Necessarily Take Action Right Away.



STEP 3:

Harvest Demand: Later when they see your FB ads..

3-5x More Likely to Click

3-5x More Likely to Convert



Larry's #3 FB Ads Hack



Reciprocal Remarketing!

Selling *Other* People's Products & Services



Larry Kim

Vs.



Neil Patel

Larry Kim vs. Neil Patel

- ✓ Large number of page fans
- ✓ Both “Growth Hacker” Audiences
- ✓ Not Competitive (Software vs. Service)



Larry Kim (10157013120584989)

Welcome back, Larry! You can continue creating this ad or [start a new ad](#).

Ad Name Default name - Traffic Advanced Options

- Campaign
 - Objective
- Ad Account
 - Create New
- Ad Set
 - Traffic
 - Offer
 - Audience
 - Placements
 - Budget & Schedule
- Ad
 - Identity
 - Format
 - Media
 - Links

Market Neil's Products For Him to My Audience (In Exchange for Him Doing The Same)

Links
Enter the text for your ad. [Learn more](#).

Destination Website URL

Preview URL

Text

Headline Ideas That Will Blow Your Mind

Call To Action Learn More

Multiple Languages (optional) Create in Different Language


Hide Advanced Options

Ad Preview 1 of 1 Ad

Mobile News Feed 1 of 12

Larry Kim Sponsored

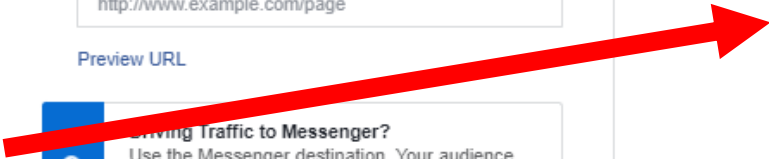
For Expert Digital Marketing Consulting for Enterprises, Check out Neil Patel.com



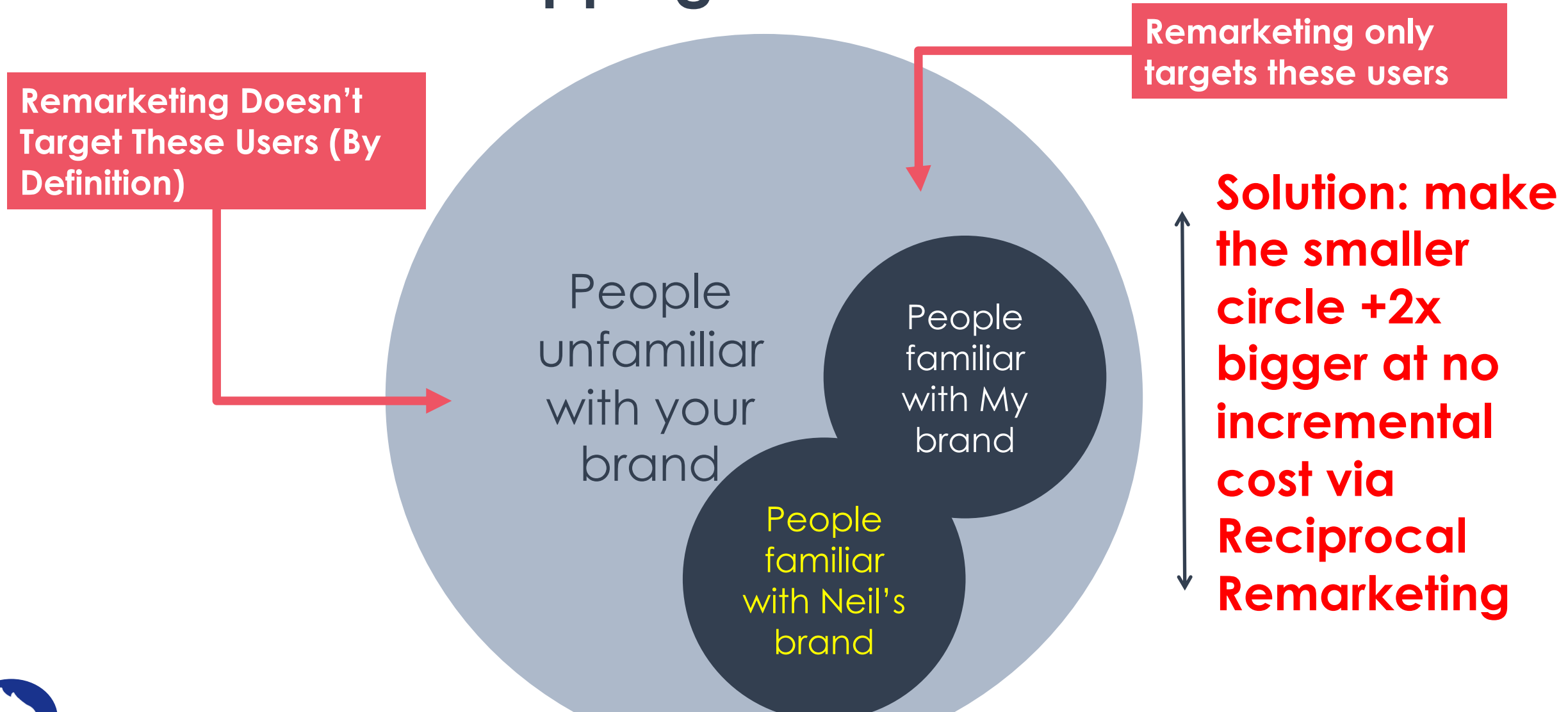
www.neilpatelc.com
 Ideas That Will Blow Your Mind LEARN MORE

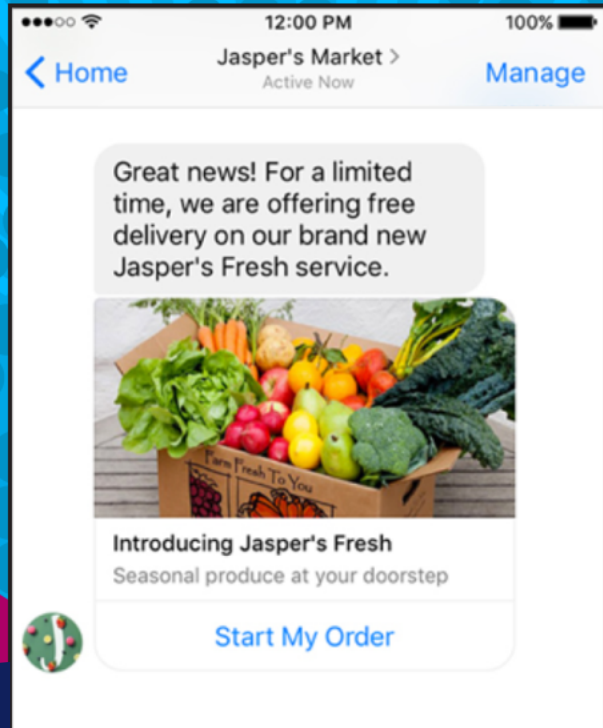
Like Comment Share

[Report a problem with this preview](#)



Fix Remarketing Volume Issue By Swapping Cookie Pools





Larry's # 2 Facebook Ad Hack: Facebook Messenger Ads



MobileMonkey Ad Accou...

- Campaign
- Objective

- Ad Set
 - Audience
 - Placements
 - Budget & Schedule

- Ad
 - Format
 - Media
 - Additional Creative

Create New Campaign

Use Existing Campaign

Campaign: Choose your objective.

Switch to Quick Creation

Most Advertisers Use These Campaign Types




What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	


But I LOVE this one!!!



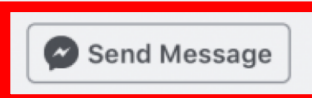
Verizon 34%

 **MobileMonkey**
Sponsored · 🌐

Build a chatbot in 5 minutes, no coding, for free! Get ahead of 99% of businesses overlooking Messenger marketing.

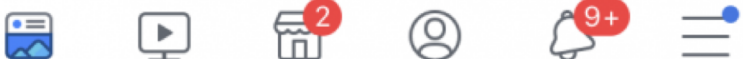


OPENS IN MESSENGER
Type: "Send Me the Secrets"
Build a chatbot in 5 min



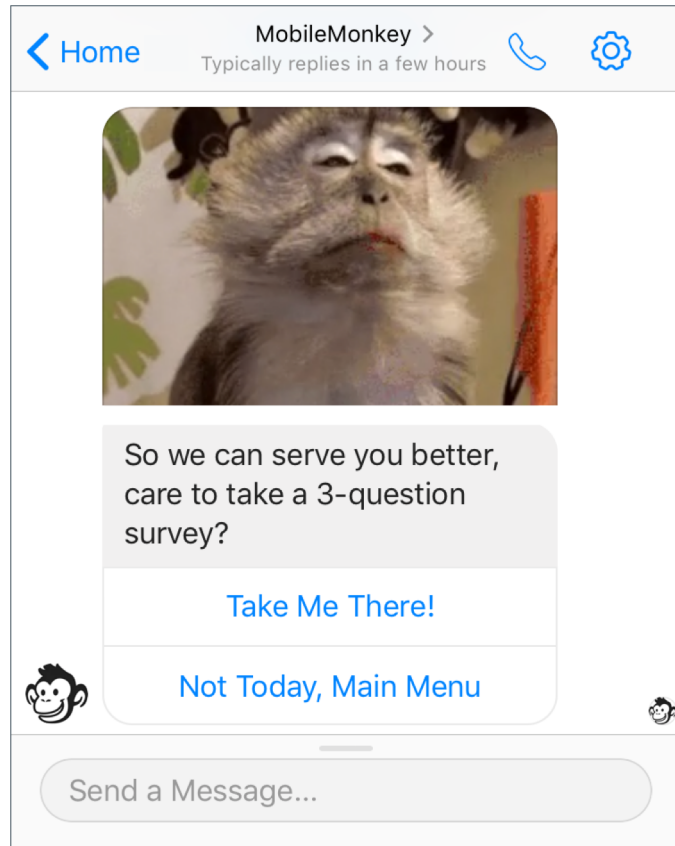
36 6 Comments

Like Comment Share

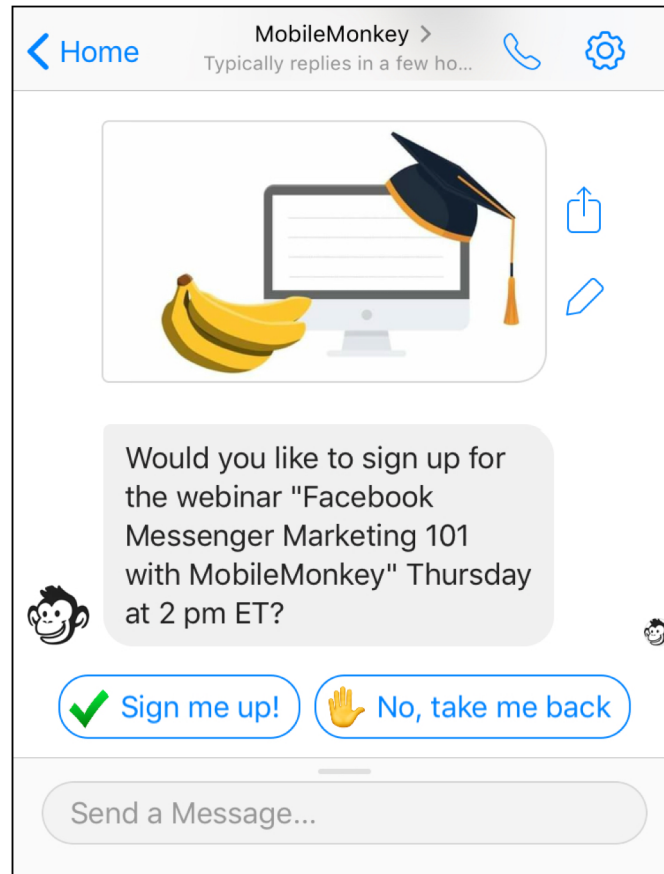


Today, I
Mostly Use
"Send To
Messenger"
Ads, Which
Capture
Everyone's
Contact Info.

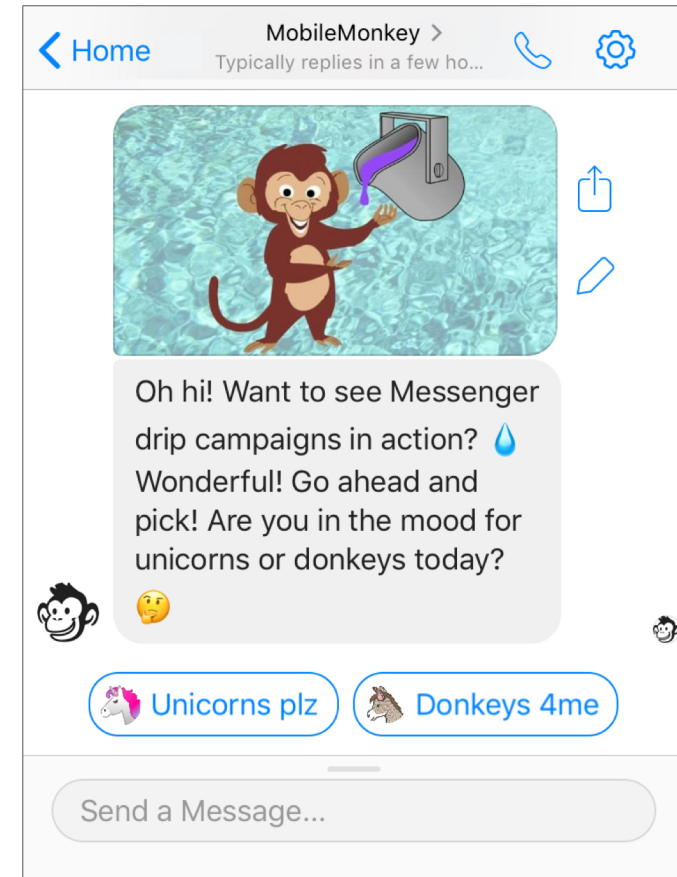
Send Messenger Ads into Messenger Dialogs



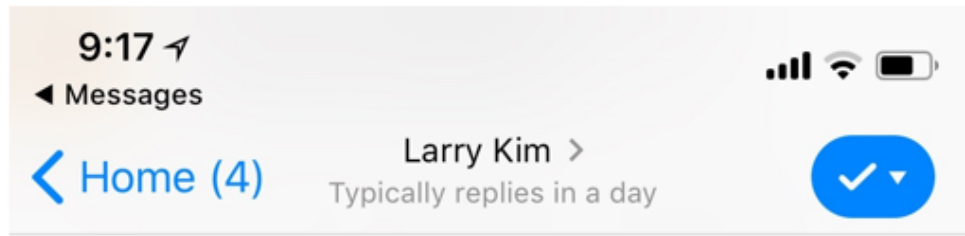
Quick Surveys!



Registrations & Reminders!



Segmentation & Drip Campaigns!



You Can Send Them Down Different "Messenger Funnels"

Are you an Agency or In-House Advertiser?

- Agency
- In-House Advertiser

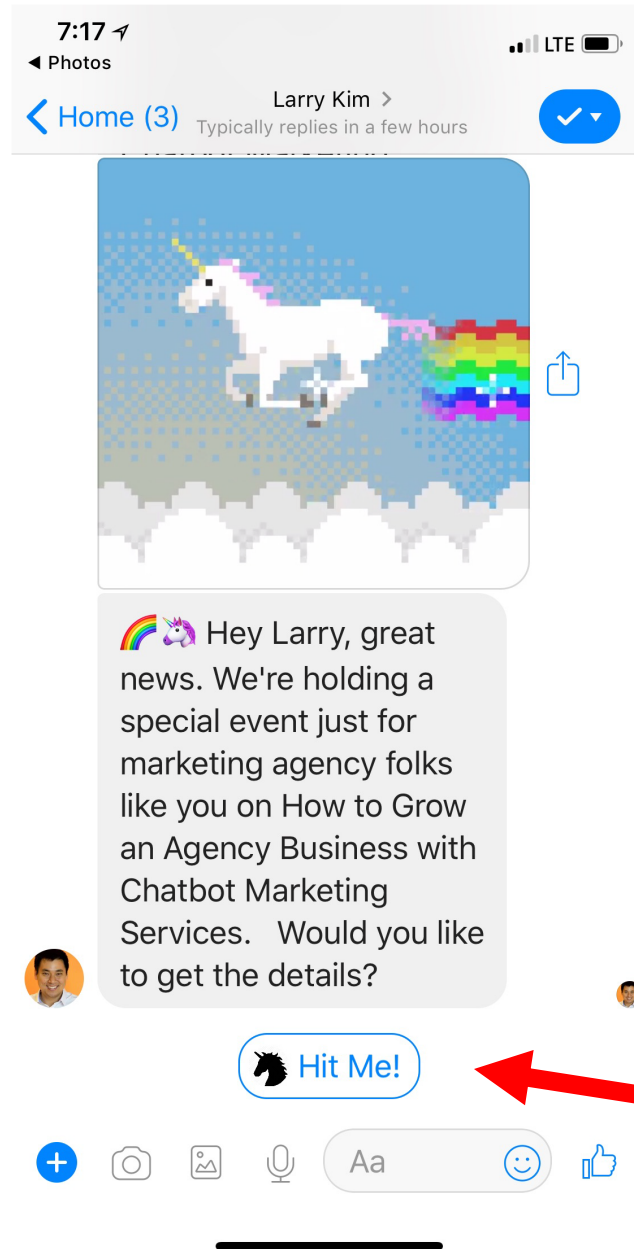


How Many Clients Do You Manage?

- 1-3
- 4-10
- 11-20
- 21-50
- +100

What is Your Primary Marketing Objective?

- Lead Generation
- eCommerce



So You Can Segment Users and Send Relevant Content

(Note: This Chat-Blast had a whopping 85% Response Rate...)

How would you describe yourself, Larry? 🤔💭

(Type "stop" to unsubscribe any time.)



🤖💬 I am a chatbot marketing:

**Tip #1:
Psychological
Principal**

🌱 Novice: Here 2 learn

🌿 Fan: Ready 2 grow

🌻 Expert: ROI driver



🎉 We have great news, Larry!

We just created a training program specifically for people like you, new to chatbot marketing and looking for a guided path to expertise!



5-Star Training

🎉 Way to go, Larry!

We just created a master class program with advanced chatbot automation pro moves — for experts, by experts!



5-Star Course

Tip #2: Reciprocal Concessions!



Hi Larry - We're offering a New Chatbot Training Video Course for just \$199.00 -- what do you think?

Too Expensive!

Great - I'm in!



Yeah, I agree Larry -- \$200 bucks is a lot of money. Would you be interested in a \$94% discount code?



Send Me the Discount

- BOT BUILDER
- Pages
- Q&A
- Settings
- LEAD MAGNETS
- HTML Elements
- FB Comment Guard
- Messenger Ads
- MARKETING AUTOMATION
- Chat Blaster
- Connections
- AUDIENCE INSIGHTS
- Contacts
- Audiences
- Forms
- Bot Analytics

- Text
- Gallery
- Image
- List
- Form
- Quick question
- Email
- Video
- Navigate
- Attribute
- Attachment

Bot Basics

- Welcome page
The first message a new visitor sees
- Default page
Message is given when no other option is available
- Unsubscribe page
Message to confirm a contact wants t...
- Main Menu

+ Add A Group

Default Group

- hacks - sign up
- Yes - Please Subscribe Me
- NO - Don't Subscribe Me
- test of AI
Hi - i'm Larry's chatbot. type somethin...

Image

Quick Question

Would you like to receive occ...

Save to

{{HACKS}}

Input type

Multiple choice Text only

Answer

YES

Associated page (optional)

Add Trigger

hacks

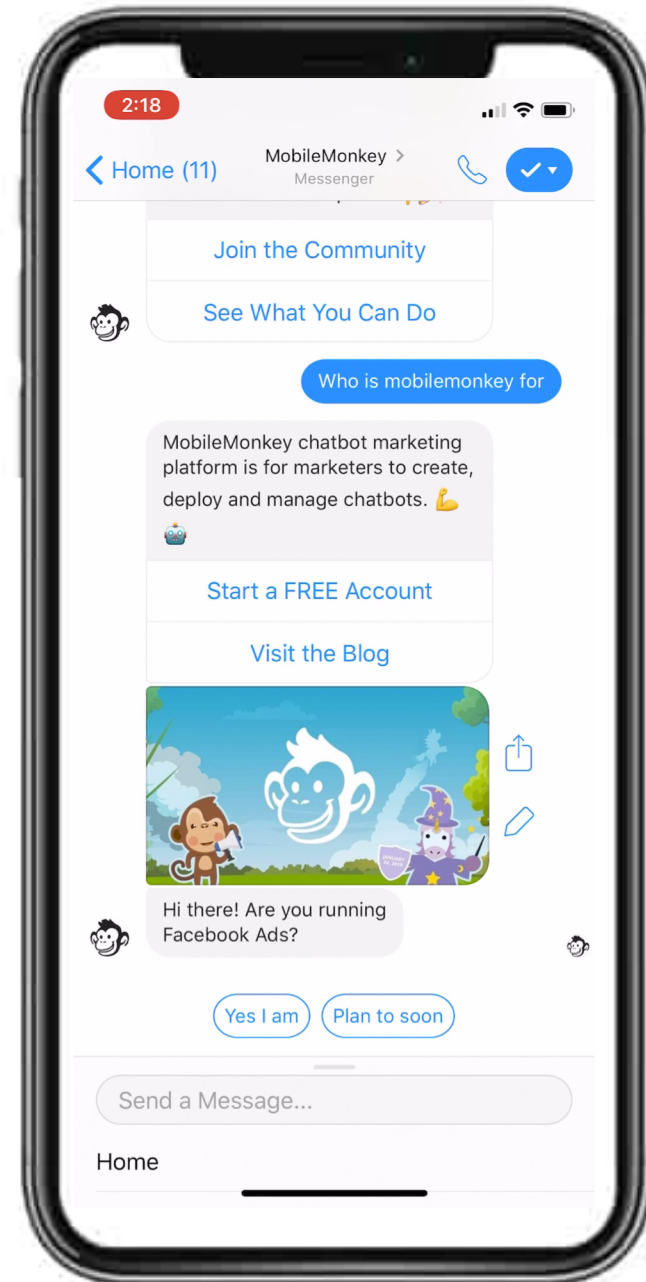
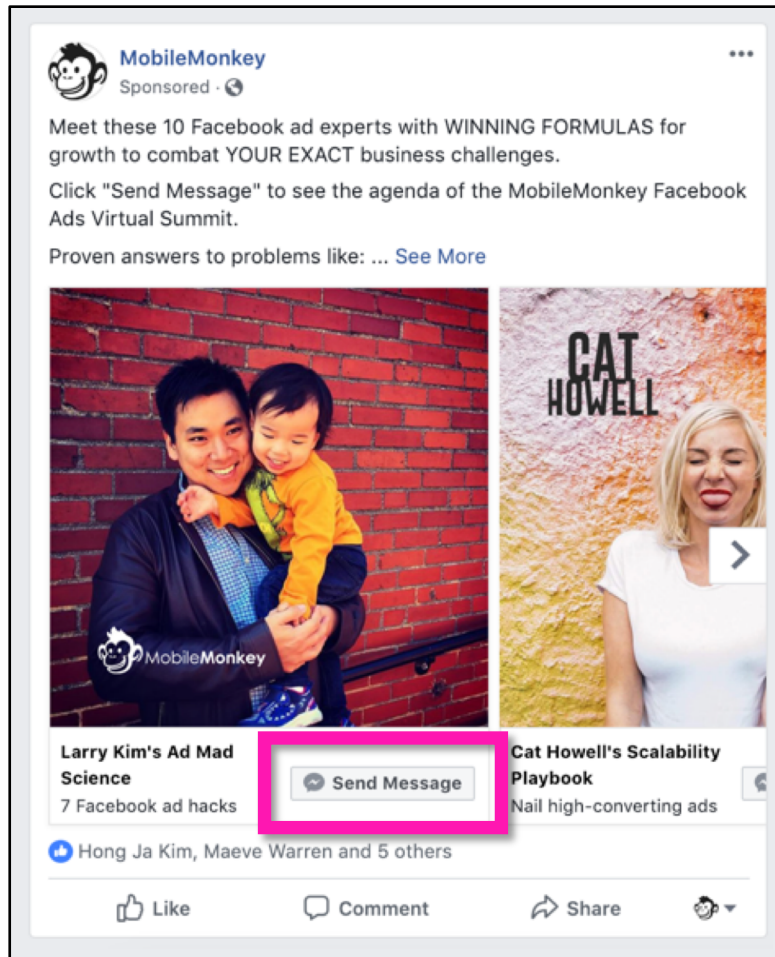
+ Add Trigger

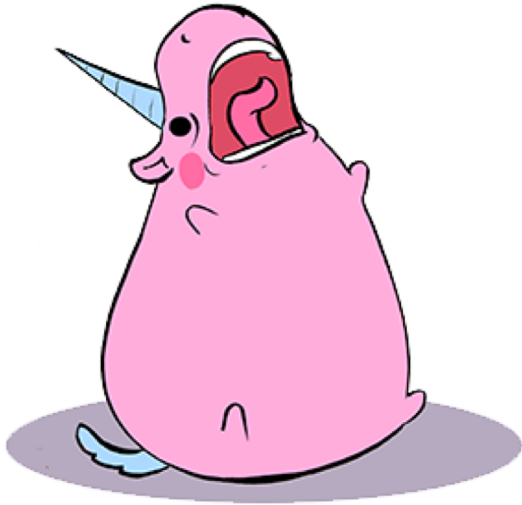
Add note

Enter note

Use a Messenger Marketing Platform Like MobileMonkey to Create and Send Dialogues

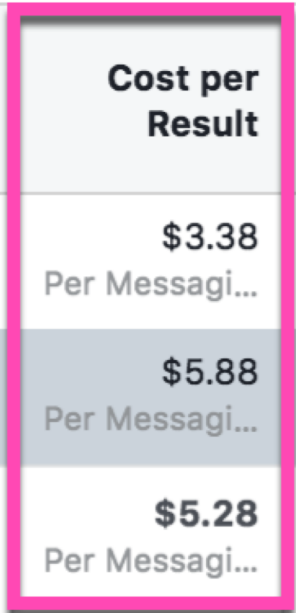
A Messenger Ad + Chatbot Dialog Example for Promoting a Web Event





Today I'm Getting Messenger Contacts for \$3-\$5 (Despite +\$100 CPMs) – Haven't Seen Prices This Low Since 2014...

Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
Remarketing to Top Engagers - Join Our Group	86 Messaging ...	1,132	4,459	\$3.38 Per Messagi...	\$290.93
Site and Page Messages	271 Messaging ...	4,076	22,117	\$5.88 Per Messagi...	\$1,594.39
▶ Results from 2 campaigns ⓘ	357 Messaging ...	4,431 People	26,576 Total	\$5.28 Per Messagi...	\$1,885.32 Total Spent



What Happens after the Click?

When they respond to you they become a messenger contact!

The screenshot shows the MobileMonkey dashboard with a sidebar on the left containing navigation options: MOBILEMONKEY CHATBOT, BOT BUILDER, MARKETING AUTOMATION, LEAD MAGNETS, AUDIENCE INSIGHTS, Contacts (highlighted), Audiences, Forms, Bot Analytics, and SETTINGS. The main content area is titled 'Contacts' and features a search bar and a table of contact information. The table has columns for First Name, Last Name, Gender, Locale, Timezone, Created, and Actions. A row for 'Virginia Nussey' is highlighted in pink. A modal window is open over this row, displaying a message from 'MobileMonkey Support' and a 'Continue as Virginia' button.

First Name	Last Name	Gender	Locale	Timezone	Created	Actions
		female	en_US	GMT -5	01/23/2019	Delete
Virginia	Nussey	female	en_US	GMT -8	01/23/2019	Delete
		male	de_DE	GMT +1		
		male	en_US	GMT -5		
		male	en_US	GMT -5		
		male	es_LA	GMT -4	01/23/2019	Delete

Facebook by default gives you lots of qualifying data!

User Segmentation and Audience Creation



BOT BUILDER

Pages

Q&A

Settings

LEAD MAGNETS

HTML Elements

FB Comment Guard

Messenger Ads

Landing Pages

MARKETING AUTOMATION

Chat Blaster

Drip Campaigns

RSS Blaster

Connections

AUDIENCE INSIGHTS

Contacts

Create Audience

Agency Marketers

Filters

#	Attribute	Operator	Value
1	AGENCY	equal	agency

+ Add Filter

You Can Also Define Custom Audiences Based on "Conversational Criteria".

Audience Preview

Contacts

First Name	Last Name
Daniel	Golder
Jason	Ohare
John	Huntinghouse
Jim	Fuhs
Howard	Keziah
Michael	Reiter
Ioana	Pop
Sonja	Kuzmanovic
Sandra	Hennessy
Sheila	Eugenio
Ancel	Briley

- MOBILEMONKEY CHATBOT
- BOT BUILDER
- MARKETING AUTOMATION
- LEAD MAGNETS
- AUDIENCE INSIGHTS
- Contacts
- Audiences
- Forms
- Bot Analytics
- SETTINGS

Audiences / From Untitled Messenger Ad 3 (2019-01-24 02:00:34 UTC)

From Untitled Messenger Ad 3 (2019-01-24 02:00:34 UTC)

All contacts who...

...have an attribute with certain value(s)
 Attribute: AGENCY WEBINAR
 Operator: equal
 Value(s): get the replay

Add filter

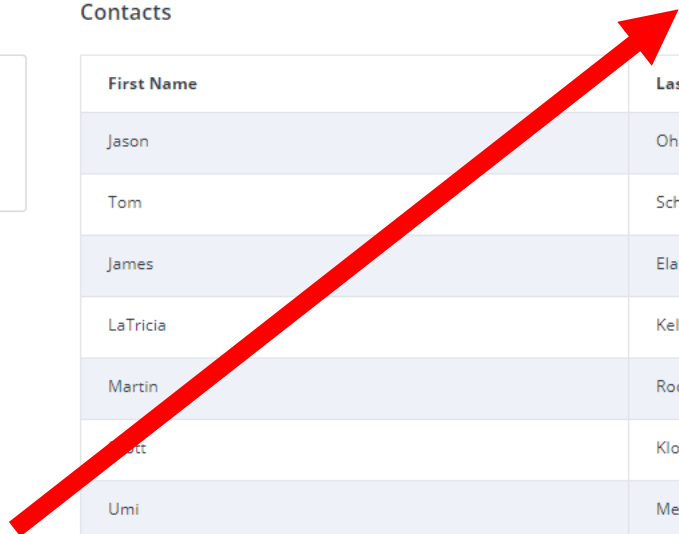
Sync Facebook Custom Audience

Export

Contacts

First Name	Last Name
Jason	Ohare
Tom	Schuller
James	Elam
LaTricia	Kelly
Martin	Rodgers
...	...
Umi	Meder
Jason	Swick
Amir	Baluch
Stephanie	Shaw
Gaylon	Bullard
Michael	Norén
Jeremy	Stark
Joel	Rose

You can export any list based on “conversational criteria” as a Facebook Audience – “Chat Engagement Remarketing”



Old Way: Regular FB Ads (~2-4% conversion Rate)

Pay For Click On Ad

Go to website

~2-4% of
Visitors
Fill out form

New Way: FB Messenger Ads (100% Conversion Rate)

Pay For Click on Ad

Get Contact Info +
Messaging
Permissions!!

Qualify Lead by
Asking Questions

Send to Correct
Landing Page

Re-engage via Chat!



Larry's #1 Facebook Ads Hack: Messenger Post Auto-Responders (Comment Guards!)





Larry Kim ✓
@ws.larrykim

Home

About

Events

Posts

Videos

Photos

Shop

Notes

Jobs

Groups

Community

Info and Ads

Promote

Manage Promotions

Liked Following Share ...

Like · Reply · 16w



Larry Kim

Published by Larry Kim [?] · April 18 · 🌐

What's the ANSWER? 🙋👉👎🤔

Post your guess in the comments, and I will auto-reply to you the correct answer via my MobileMonkey Facebook Post Auto Responder!



The battle of English and Maths

1 rabbit 🐰 saw 6 Elephants 🐘 whilst going to the river. Every Elephant 🐘 saw 2 monkeys 🐵 going towards the river. Every monkey 🐵 holds 1 parrot in their hands.

Q: How many animals are going towards the river?

👤 929 people reached

Boost Unavailable

👍 Hong Ja Kim, Ben Bong-Hwan Kim and 4 others

57 Comments

Share

Send Message

Ask Questions and Give the Answer via Messaging!

100% response rate, 4 hours response time
Respond faster to turn on the badge

21K likes +45 this week
Dilip Ogale and 114 other friends

21K follows

2,559 post reach this week

355 video views this week

View Promotions

Community

See All

Samir ElKamouny and 114 other friends like this



Invite Friends

21 578 people like this

Dialogues ?

- Text
- Image
- Form **PRO**
- Quick question
- GIF
- More

^ BOT BASICS

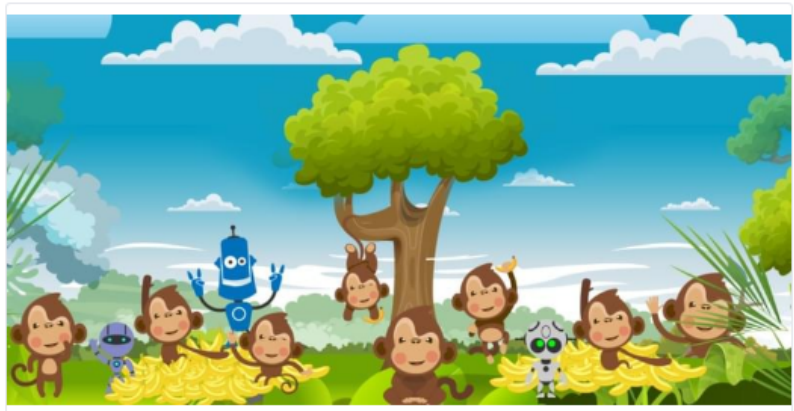
- Welcome Dialogue
The first message a new visitor sees
- Default Dialogue
Message is given when no other option is available
- Main Menu

🔍 animals

FOLDERS +

- Comment Guards ...
- [+ Add Dialogue](#)
- [How Many Animals](#) ...

Image



Text

Answer of the puzzle how many animals are going towards river is : 5

The number of animals going towards river is 5 and they are 1 Rabbit, 2 Monkeys and 2 Parrots.

[Sign Up For FREE](#)

[Video Demo](#)

See what this Dialogue looks like in Facebook Messenger by sending it just to you!

- [Test Dialogue](#)
- [Copy Link](#)

Q&A + ^

Create Q&A for this Dialogue by clicking the '+' icon above.

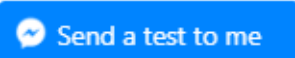
Compose Dialogs to Send to Commenters

Setting Up a Comment Guard


FB Comment Guard > new comment guard

Page the person is sent to if they're already a contact, or after they reply to your first message

Welcome page

 Send a test to me


Frequency Cap
If user posts more than one comment, only send one message every:


1 Hours 



Facebook Post

Catch all: respond to all unguarded posts

Respond only to specified posts



August 24th, 2018 9:07 am
 10 Success Principles to Remember #MondayMotivation

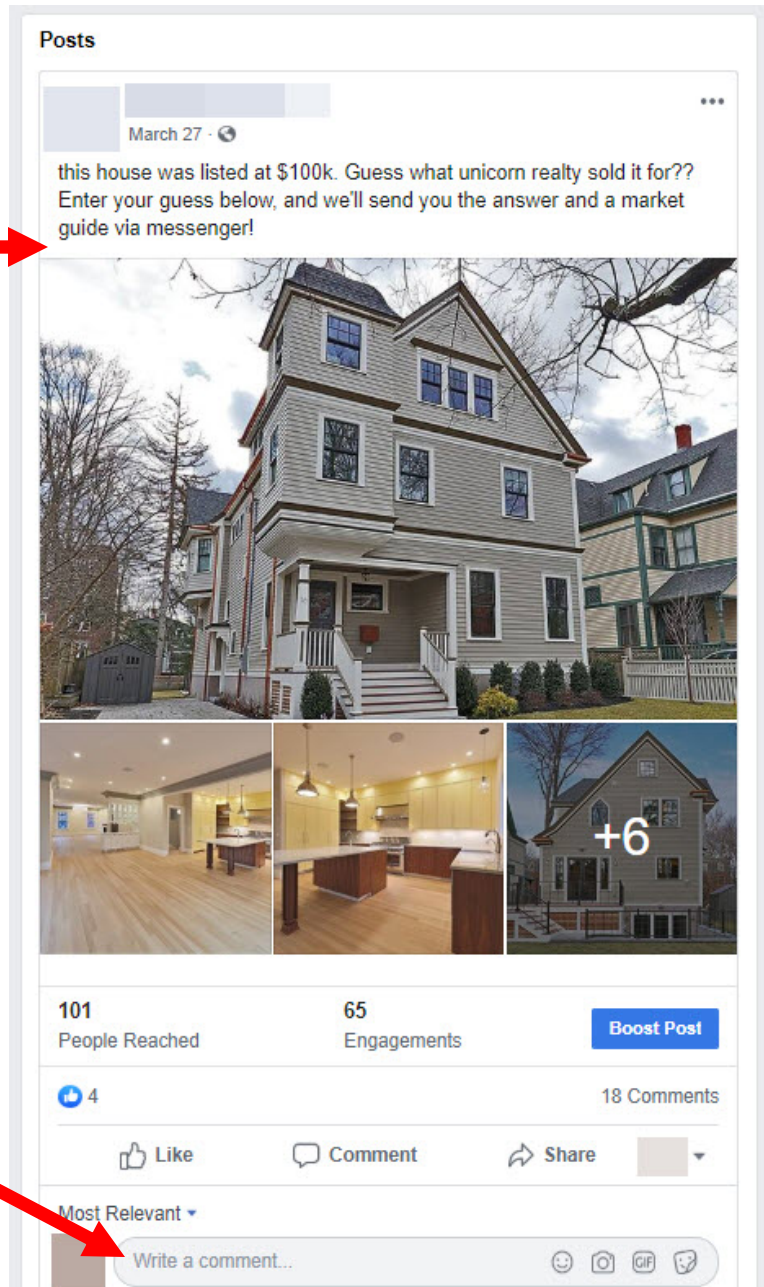
August 24th, 2018 8:25 am
 The world's largest chatbot marketing conference is happening!  9.20.2018! Join us & 3000+

1. Choose a Dialog To Send to Users

2. Specify Frequency Cap

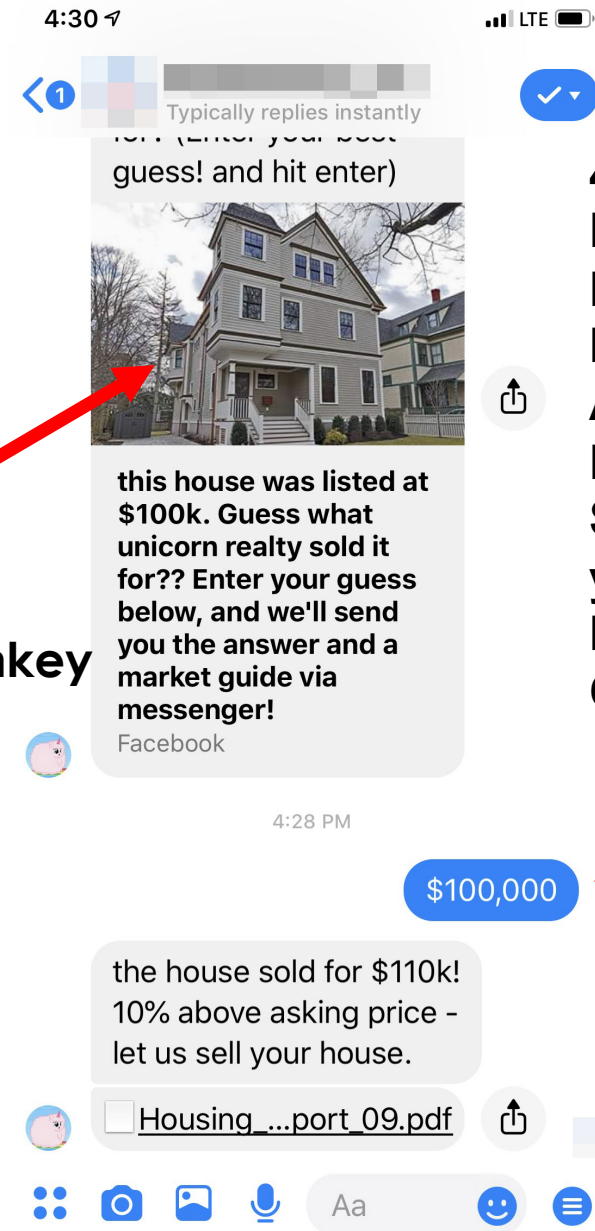
3. Choosee Which Post To Apply To (Or ALL)

1) Ask a question in a Facebook Page Post.



2) User Comments on Post.

3) User Receives Private Messenger Reply via MobileMonkey Chatbot



4) User Responds to Private Message, Automatically Becomes a Subscriber to your Future Messenger Chat Blasts.



Larry Kim



Published by Larry Kim [?] · Just now · 🌐

Get our 2019 Guide to Chatbot Marketing.
Just type "chatbots" in the comments.

Boost Post

Share



Send Slide Decks, PDF Files,
Videos, Coupon Codes,
Privately via Messenger +
Comment Guards!

Try: bit.ly/facebook-ad-hacks



Write a comment...



3,050 views | Mar 6, 2019, 05:35pm

Facebook's Mark Zuckerberg Says The Future Is Encrypted, Private Messaging



Dawn Chmielewski Forbes Staff

I'm an LA-based senior editor for Forbes, covering streaming video.

f

🐦

in



Future of Facebook is Messaging!

FB Messenger Marketing 10-80x Better Engagement



Email Marketing

5-10% Open Rates



FB Ads

2-5% CTR

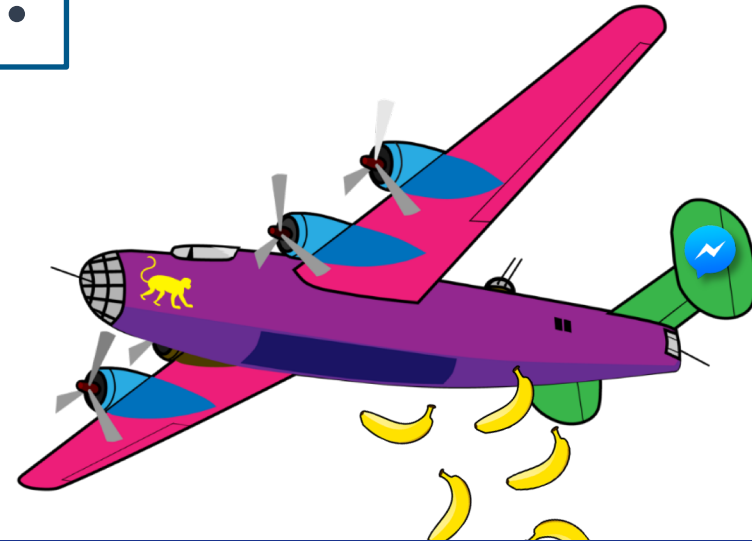
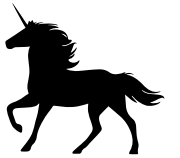


Vs.



FB Messenger Blast

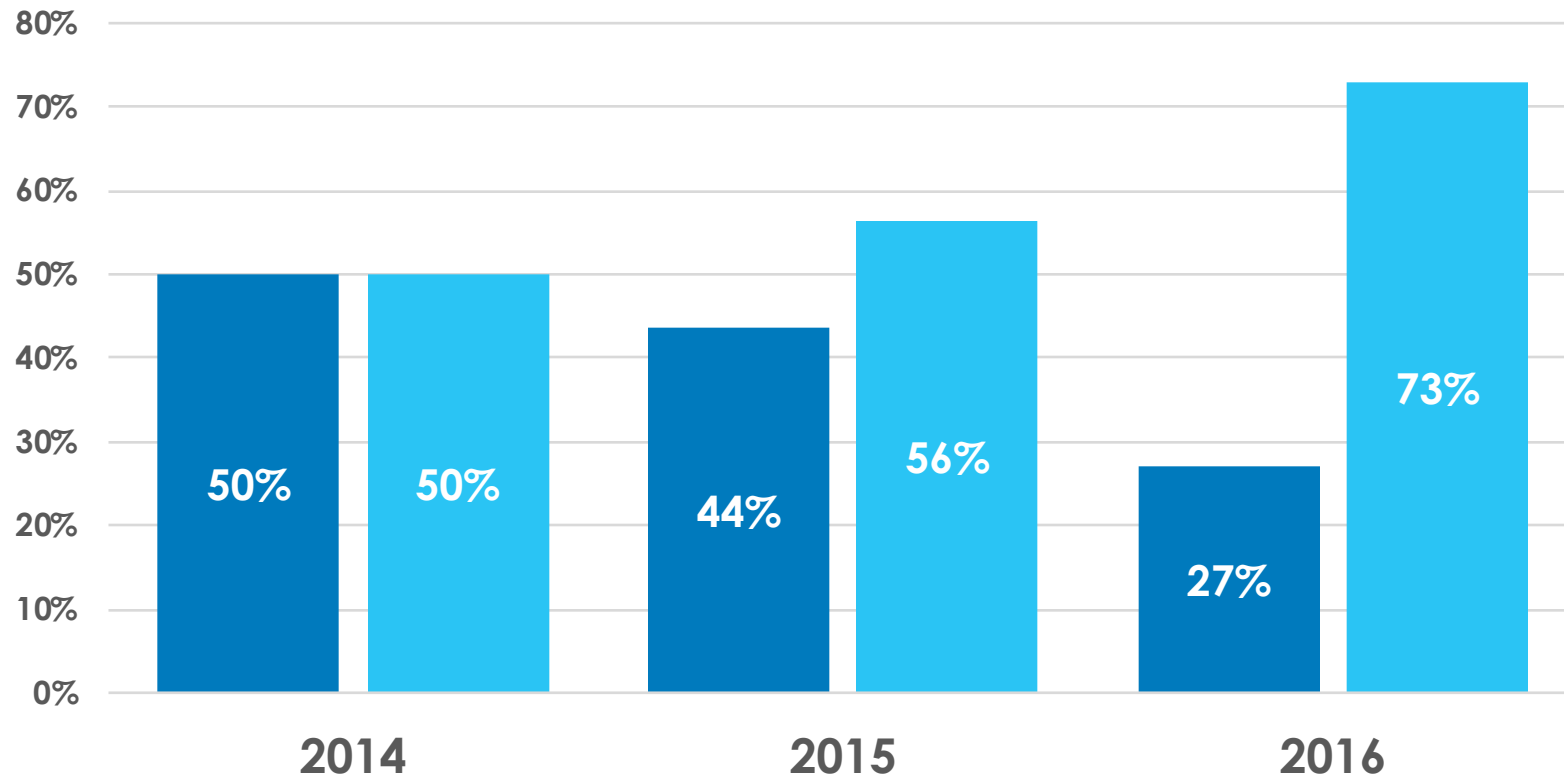
70-80% Open Rates
(Within first 60 minutes!)



Messaging = Once-In-a-Generation Shift In How People Communicate



Method of Communication, By Type



Messaging



Emails

Source: Deloitte, 2016

2019

Coming Soon! More Messaging APIs!



Business Chat



FB Ad
Hacks?

What Does it All
Mean?

START/GO (Donkey Land)



Facebook Ad Hacks to Try in 2020!

FB Traffic Rocket

Drive Traffic to Sites which reward traffic with more exposure.



Russian Ad Hack

Target ideological extremes to catalyze vigorous discussion

Remarketing-Only

Say no to non-remarketing ad spend. Grow your audience size via PR-hacks.

6



5



4

7

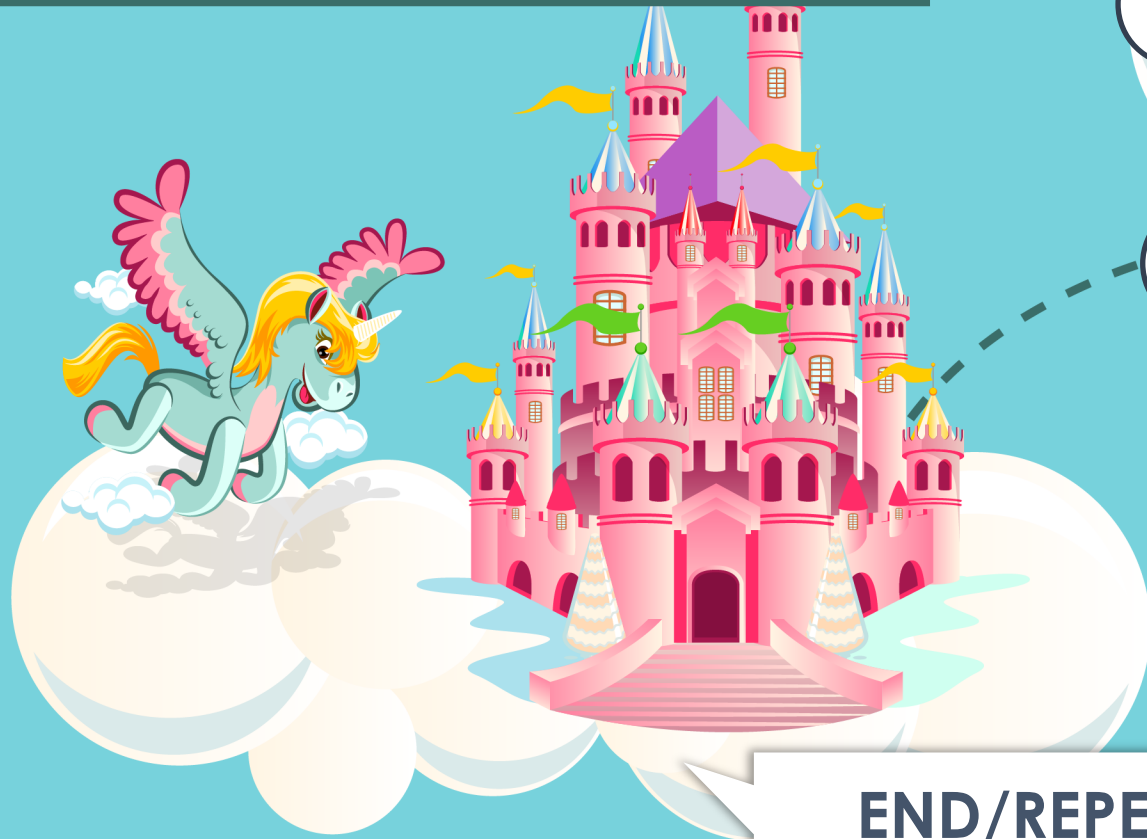
Inverted Unicorn

Boost CTR by targeting UNRELATED interests.

Audience Generation, Remarketing Strategies, New Ad Formats!

Reciprocal Fan Targeting

Promote other people's content.



3

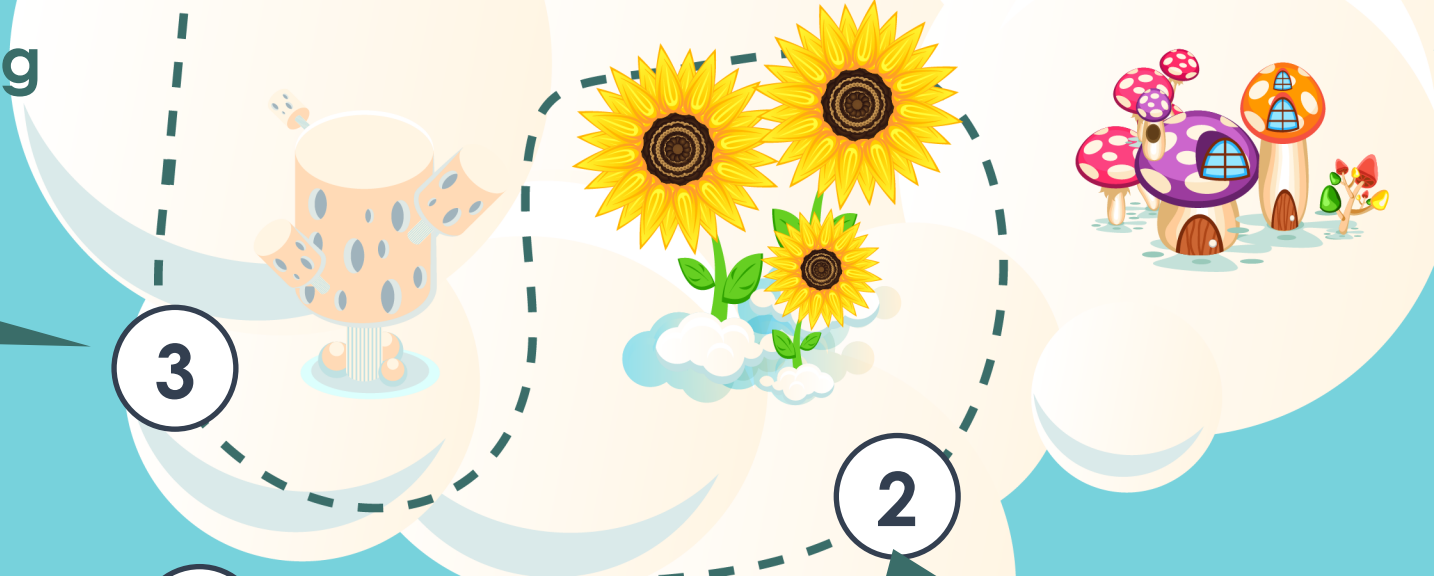
1

2

Boosted Comment Guard
Private post replies via Messenger

Facebook Messenger Ads
Lead qualification, Segmentation & Drips

END/REPEAT (Unicorn Land)





unbounce

Thank You, Oli Gardner & Unbounce Team!

Raise Your Marketing IQ – Get Slides (+Bonus Materials):
<http://bit.ly/ctaconf-larry>