

Transcript for Episode 159 - How To Leverage Cost Effective FB and IG Ads To Build Your Brand Visibility and Increase Sales with Meredith Kallaher

00:01 - 00:06

Jessica Miller:

Hello, Meredith. Welcome to the show. I'm so excited to have you here.

00:06 - 00:11

Meredith Kallaher:

Hey, Jess. Thanks for having me. I always love talking to you. So, I'm really excited to be here.

00:11 - 00:39

Jessica Miller:

Ditto. Oh my gosh, for everyone listening to this podcast, get ready because we have so much goodness to talk today about Facebook ads and I'm really excited for Meredith to share her wisdom and her expertise as she's been doing this for a long time and she does it a little differently than I have seen other people do it in a way that makes all of the difference. So today we're excited to really dig into that. Meredith, for the audience, tell us who you are. Tell us a little bit about your business so we can really get

00:39 - 00:40

Jessica Miller:

to know you.

00:40 - 01:15

Meredith Kallaher:

My name is Meredith Kallaher. I am a mom of 3 teenagers and I live in Miami. I've gotten 2 of them launched that are 2 were in college and launched halfway when they were in college. They're still like semi in the nest, I guess. And yeah, I live in Miami, Florida and I run a boutique digital ads agency, an all-female ads agency actually, and we help primarily online business owners or business owners that

have a component online expand their reach and explode their sales with digital ads.

01:16 - 01:29

Jessica Miller:

So good. So good. And Meredith, I know you've been doing this a long time and you've been working with a lot of different people, but tell us, like, you've done a lot of different things. You were in a variety of different businesses. So how did you come to focusing on ads?

01:29 - 01:34

Meredith Kallaher:

Yeah. So, I have always been a numbers girl at heart, except in fact-

01:34 - 01:35

Jessica Miller:

This is why I like you.

01:36 - 02:20

Meredith Kallaher:

I was thinking, it's my neighbor from when we were 6. It's her 50th birthday this year and her sister was collecting stories and she used to call me mathematical mayor. So, I studied math actually in college and when it got a little boring in Cal 3, I switched to accounting and graduated in accounting and spent my first 6 years out of college with PricewaterhouseCoopers as an auditor, which was pretty cool. I didn't love auditing. To be honest, there wasn't enough math involved. It wasn't like the teacher math, but it was a really cool experience. I actually

02:20 - 02:54

Meredith Kallaher:

got to live in Switzerland for 2 years and worked in international businesses there, but being a young auditor, I mean, a new beginning auditor with the now big 4 accounting firms, they get to go into lots of different businesses. They put you on the beginning of the audit and move you to the next. So that was a really awesome experience. And I ended up moving, I do have a creative side And I was

missing getting to use that. So that's how I found my way to marketing and online marketing. And just sort of through taking a

02:54 - 03:36

Meredith Kallaher:

little time back when I had babies and then starting my own entrepreneurial pursuit, I did fall in love with organic social media, like creating content and telling stories. I owned a magazine for 5 years at some people. It's in 70 cities around the United States, the Scout Guide. And that the Scout Guide gave me the opportunity to tell curated stories about local businesses annually, because people would sign on with me annually in Miami. And we would tell their story primarily online, but also in a picture book. And then I hired an ads manager in about 2018.

03:37 - 04:10

Meredith Kallaher:

And she did such a good job. She's actually working for me now, which is really cool. And she did such a good job. And I she did exactly I wanted 500 people to be some webinars and she got 500 people at a great cost to the webinars. And that was like magic to me like the right the ones I wanted. And I thought I've got to learn all about this. So, it was such a perfect marriage for my skills and I've learned loving numbers and creativity that, yeah, that I just took off and I started this

04:10 - 04:48

Meredith Kallaher:

ads agency and it feels so good. Some people say, you know, to be in flow, but I definitely feel in flow in this role. Like it's just works really well for me. And before we started the podcast, you asked me about my specific offer. I did recently, probably in the last year and a half, kind of narrowed down to 1 offer for several reasons. It's easier to sell, I think, to get better at explaining 1 offer. And I saw that it was really working for my clients. And it is just so it's ad strategy and management.

04:48 - 05:22

Meredith Kallaher:

So, we come in and we create the strategy, but it's the strategy piece that's a little different. We really, we build into our campaigns, not only increasing your leads, well, increasing your leads and exploding your sales. That's what I said I do. And what hopefully you're hiring ads managers to do for you. You know, get you more customers and increase your sales. But there's a piece of it and it's your brand story that I know just, you know, that's why you were like a superstar to me, that you're a story brand expert because I love Donald

05:22 - 05:22

Meredith Kallaher:
Miller's

05:23 - 05:24

Jessica Miller:
story

05:24 - 05:57

Meredith Kallaher:
arc and the story brand. He helps people build for their business. And so, the strategies that we make sure to implement is to we want to run campaigns that are telling your story. So, we're going to get you more leads. But we've also make sure there are campaigns going and they're not very expensive, you guys, that will tell your leads your story. And the thing is, of course, most of you are doing that if you're running some of it, or most of my clients to our do have an organic marketing campaign going or they have like

05:57 - 06:31

Meredith Kallaher:
an email sequence built out. But especially if you're relying only on organic to get elevate your brand, it's just you cannot rely on the algorithm you just you know, and, and if you're consistently And if you're consistently posting, you are probably getting your message out there. But for a few more dollars, honestly, we make sure we use the right campaigns to like guarantee your new leads are learning about, you know, who you are and what you offer and, and, and make sure that they remember to refer you. That's the other thing. If everybody you've

06:31 - 07:03

Meredith Kallaher:

ever met, we want them never to forget what you do. And so, for instance, like for a real, I have a realtor friend that runs a campaign, an awareness campaign we're going to talk about today. And, you know, we all know a lot of realtors, but if we can make sure she's in front of all of her friends or in her past customers, when you hear somebody needs a new realtor, we want them to think of Lindley first, right? And those of it so we run a campaign to make sure she's the first wheelchair that's top

07:03 - 07:03

Meredith Kallaher:
of mind.

07:04 - 07:38

Jessica Miller:

Yes, I love this. I think this is such an important piece that people forget about. I remember the first-time way back when in the dark ages when I first ran ads. The biggest light bulb moment for me was when people said to me, I feel like you're everywhere, Jess. Yes. I think of you all the time because I feel like you're everywhere. And I was like, what do you mean? And what I realized was that that byproduct of the ads showing up and me being top of mind for them was huge, was huge. And it

07:38 - 08:11

Jessica Miller:

was on top of the generating the lead and generating the sale and the purpose of the ads to do that. But there was this other thing that was sort of happening by accident really. And you, I think what you have said is that you saw that, and now you've pulled out a campaign to help drive that, quote unquote, byproduct, and drive the leads and the sales exploding piece together. So, let's talk a little bit about that awareness campaign, because I think this is just brilliant and it's having huge results for your clients. So, tell us a

08:11 - 08:13

Jessica Miller:

little bit more about that campaign.

08:14 - 08:52

Meredith Kallaher:

Yeah, so I thought about this before our recording today. Every single 1 of my clients were running this campaign for and I have a few different, they're not all in the same niche. But this works well and I'm running it for myself and it's actually, you guys, this is the only campaign I'm running right now for our ads agency. And it's a very affordable campaign and it works for every business, whether you're like with brick and mortar, or realtor or online course. So, what we do is we just, it's basically boosting a post. That's the

08:52 - 09:29

Meredith Kallaher:

easiest way to explain it to people. But we, in Ads Manager, we set up an awareness campaign where we take 10 different posts that tell your brand story. Now, most of my clients, if they are already running an organic social media campaign, and we feel like they're doing a good job, if we see a little bit of work, and we introduce them to Donna Miller, and like, yeah, what are they missing? Like Introducing the results that they get or the pain point. But if they're already running an organic campaign, we go and we try to find

09:29 - 10:05

Meredith Kallaher:

a variety of posts. We do look at the ones that are doing the best, and then we make sure there's 1, you know, if everybody does that. I see there's some new faces around here. Let me re-enter myself. Yeah. But no, that's good. But just, you know, 1 out of 10. So, we pull 10 posts usually, and we spend \$10 a day. So about \$300 a month to make sure that basically it works that everyone you've ever met before online So we can we can pull people that have visited your website anybody you've because we put

10:05 - 10:07

Meredith Kallaher:

the Facebook pixel in your

10:07 - 10:07

Jessica Miller:

right

10:07 - 10:24

Meredith Kallaher:

Anybody that you have interacted with on Instagram or Facebook in the last year. It's so not just your followers but if you've talked to somebody or they've, you know, or the algorithm has put you in front of people, they will get picked up in this audience. It's always bigger than people

10:24 - 10:24

Jessica Miller:

think.

10:25 - 11:00

Meredith Kallaher:

Sure. And then, and then we can upload any list, your email list and whatever. This campaign, using the awareness objective and repeating these posts, because I've accidentally to be when I was setting it up for myself and set it up really fast. And I put it to a cold audience. It doesn't. It's not meant for cold audiences necessarily. Because just imagine like, if you're scrolling through Instagram, and you saw this 1 random post from an ads manager, you didn't know, like it would just keep going, right? Right. It's powerful. When we're getting that repeat, like,

11:00 - 11:22

Meredith Kallaher:

you know, we say people need 7 and 10 touches. So, I have some number. You and I love to talk about data together. I do. And we were talking back and forth on this episode in our DMs. And you said something that was like, oh, I should pull data from a customer to show just how this awareness campaign had helped decrease our costs.

11:22 - 11:58

Jessica Miller:

So, but wait, before you go into that Meredith, I just want to make sure that we're tracking. So basically, you want to leverage the brand story. So, this is about, you know, raising relatability, staying top of mind, increasing that relationship and that intimacy with your market, and really, again, driving that awareness. So, putting people front and center with the people that know them,

because it's so number 1 easy for people to forget about us, right? They're not thinking about us all day long. But I think referrals and relationships, especially in the current market are so important

11:59 - 12:29

Jessica Miller:

and they're driving people's business. You ask people how do people find you and they'll say referrals. They don't often know how to capitalize that. This is a paid way to really put some fire behind that and make it very powerful, especially in a medium where people are hanging out all the time. Like you've got a captive audience, how do you drive your awareness with the people that know you and then stay top of mind so that when either they have a need or their audience has a need, you're the first person they think about. So, you're

12:29 - 12:53

Jessica Miller:

leveraging that expertise from the organic socials that they have, if they have them. Most 6 and 7 business owners have some sort of online organic brand story within their social media. So, you're taking those best practices, you're looping it into the Facebook ad strategy, and then you're targeting those people that you mentioned. Like they've seen you, they're in your world, basically.

12:53 - 13:09

Meredith Kallaher:

That 1 time before, or they've seen you before. Like if the algorithm puts you in front of a random person, that's 1. If they watch your reel, they get, or even if they touch the post, they get pulled in this audience, then they're going to see a second post from you, you know, and a third,

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Jessica Miller:

right, they're absorbed into

13:10 - 13:44

Meredith Kallaher:

that. Yeah. The other thing that's that this awareness campaign increases your referrals, for sure. I think it's great for that. Also, it well, I think it's extended the

money that you're spending on other ads, because yeah, well, for a couple things, it sends the money you're spending on your social because yes, for sure, spend a lot of time, and maybe money creating your social campaign. Now it's going to get seen more with this. But the third, if you are generating new leads into your business, however you are, maybe you're running an ad campaign for a

13:44 - 14:16

Meredith Kallaher:

launch or for a freebie offer. It's real trendy actually in the past 2 weeks I've heard James Wedmore and, on the Rick Mulready's Facebook admin. Yeah, they're both they both talked on a podcast in the last 2 weeks, how people aren't buying from a launch the first time they go through a launch. There's an average, I think James Wedmore said, 4 launches before they buy. So, this awareness campaign is a way to nurture them between the 2.

14:16 - 14:17

Jessica Miller:

Yeah, pull those people through.

14:17 - 14:23

Meredith Kallaher:

Or maybe make it faster. Maybe make them buy sooner, because they're getting to know you in between the launches.

14:23 - 14:51

Jessica Miller:

Yes, yes. I think this is such an important thing from a Facebook ads perspective too. Meredith, I'm sure you get this all the time. And I, you know, as someone who's run ads or have clients that run ads, you know, we're always looking at that, that spend and who is coming in through those ads and trying to connect it to a sale. And a lot of times we're trying to do that immediately. Like, hey, we ran this ad for this launch or this thing we're selling, did they buy that thing sort of immediately on the backend?

14:51 - 15:22

Jessica Miller:

And sometimes obviously we see that, but often we don't, right? They will buy it

like 3 cycles later. They've still come in on the ad, but there's some warming up that needs to happen more, because it's not as linear anymore for people to just buy in and then consume immediately. But that spend is still really important and you put this little bit of fire behind it and it continues to your point to touch them, touch them, touch them, that next launch or the launch after they're buying. So, it increases the return on the investment of your

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Jessica Miller:

ad spend and all the time that you're spending with them as well, which I think is really powerful.

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Meredith Kallagher:

Yes. And 1 thing I totally agree with what you say. And I always love the way you summarize things. It's perfect. But, also, if, when I just point out, because we keep talking about people running an organic campaign. You do not have to be running an organic campaign to use this. In fact, right now I have not been posting to my argument. I haven't posted new posts.

15:50 - 15:51

Jessica Miller:

Welcome to the party, Meredith.

15:51 - 16:09

Meredith Kallagher:

Yeah, and I don't know, all summer maybe. I have a few stories here and there. But I have this campaign going. And even if, so I tell people, because I used to love organic social, even if you don't wanna ever post maybe, I think it's always smart to make sure you have a unified presence online, right? So, if somebody does like Instagram, you have your profile set up where they,

16:09 - 16:09

Jessica Miller:

where they

16:09 - 16:45

Meredith Kallaher:

can reach you, click to my website and it's consistent everywhere right well also you could take if you've got that Instagram profile there but you're not posting you could we would help you sort of see Donald miller's story arc but create 10 posts that tell your brand's story and you don't even have to post them yourself. We'll help, we'll either do them for you or we direct you to do them. And then we can post them for you and then use this campaign. And then they sit there at the top of your feed. When someone

16:45 - 17:09

Meredith Kallaher:

does, they only come to your profile once. Right. And so, it's actually not a bad thing if what's at the top or only thing in your feed are these 10 posts that tell your brand story, right? Yes. And then we just use this. So, this is not just for people that are already running in Organic. We use it for people like me that aren't too social, but I've got my brand story there and we're running the ad campaign.

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Jessica Miller:

Yeah. I think the other piece of this too that's really important when working with somebody like you too, Meredith, is that you bring so much expertise to the table. So, there's all of your experience of having created this content, running the ads, seeing the outputs of that, the results. And then you are literally in the world of advertising all day, every day. So, you are seeing the trends now real time and I think that's a really important piece Like if you are a business owner some of this you can do on your own but you're not

17:40 - 18:08

Jessica Miller:

in there all of the time So the expertise that you bring real time especially in the current marketplace where it's shifting and changing and there's so many things that are affecting by your behavior When you come in and you're like here Let us help you craft some of these social posts that would be the background or yeah We see that you have these posts out here Here's how we strengthen them and then pulling them into the campaign based on your real time expertise in the current environment, I think is also really, really important. Yes, as the

18:08 - 18:29

Jessica Miller:

business owner with intuition and your own experience of your business, like you know it better than anybody else. But when it comes to actually like running the marketing and running the campaigns. I think the fact that you're so steeped in that and you're doing this every day also brings in that layer of expertise, where you're seeing things that we will never see because we're, we're not the experts.

18:30 - 18:49

Meredith Kallaher:

Right, I think so too, for sure. And it changes so quickly. Right. Exactly. I was thinking about that yesterday. 1 of our clients just wrapped a launch and she used, we use almost all video ads like Talking Heads and Maths, but she's a math, I have a couple of math teacher clients. Isn't that funny? This is 1 of my math teachers.

18:49 - 18:51

Jessica Miller:

I wonder why. Yeah, it's my first time.

18:52 - 19:28

Meredith Kallaher:

But I feel I'm so fan girl over both of them. They're awesome. But my other math teacher and my account manager, my friends, 1 of them and I run 1 of them and it was just funny hearing her say, Yeah, well, she did video. I think that's why it did so well. But I mean, I probably said this 8 months ago. I yeah, well, for sure. It was an image ad, like videos, right? Right. It changes. It does change so fast. And you know, the other thing that I, I have the time to do and the

19:28 - 20:01

Meredith Kallaher:

knowledge to do, right, because I'm fully focused on ads is the testing piece. So, when you were talking, I was, it is definitely the trend. And what's in what we're seeing, we want to try all the things we're seeing working for different people on your campaign. But also, it Just like you said, the business owner knows our audience. And so, 1 thing that works is I tell them, hey, but let's test it. So, we use

A-B testing, but I also use sprint testing or click testing. Even before we... A-B testing, you have to put an ad

20:01 - 20:23

Meredith Kallaher:

out there and see how it works. We also do testing at our agency before we even hit start. We test images and copy and different ideas and about 24 hours we can tell if your audience likes an ad or not. So, it is great to work with an expert. But people can set up this awareness campaign themselves.

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Jessica Miller:

Sure. Yeah. And you mentioned you've been running it for all of your clients and you were talking about your numbers. So, Let's talk about this client that you shared a little bit with me about some of the results that you're seeing. And again, the power of running this awareness campaign alongside some of the other ads and even in isolation. Tell us about this client because you were telling me a little bit earlier.

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Meredith Kallaher:

Yeah. So, this is a course creator. She's actually 1 of the math teachers I mentioned and she so she's been in business about 8 years. She helps other math teachers teach more effectively like K and she's pre-K through fifth elementary. And she has 2, she has a couple courses for different aid, actually 1 course per age group, basically, and a monthly membership where they can get PD at their fingertips in her membership. So, the she does 1 virtual summit a year. Everybody's familiar with virtual.

21:23 - 21:24

Jessica Miller:

Yes, totally.

21:24 - 21:56

Meredith Kallaher:

So, hers is over a weekend. She has 3030 teachers come and speak. And if you are a participant, you have to pick and choose who they 3 of them talk at the

same time in different rooms. So, you pick who you want to go here. So, then there's recordings and she sells her membership at the end if they want to get all these fabulous recordings. So, we I started working with her about 2 and a half, almost 3 years ago. And so, at the beginning of 2022, this is the, we weren't running the awareness campaign

21:56 - 22:17

Meredith Kallaher:

yet that I'm talking about. We spent about \$12, 000 on registrations for this virtual mass summit. And with ads, we signed up 2, 500 people, \$4.74 for registrant which when you look at industry and online, that's actually not a bad cost for a web live event. Sure. \$4.74. We started running that awareness campaign

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Jessica Miller:

and have not turned

22:17 - 23:01

Meredith Kallaher:

it off. We, we, we refresh it every month or so. We started running it right then, when that happened. The next year, 12 months later, we spent about the same on ads. We actually got \$12, 900, so maybe 900 more. Yeah, we signed up 9, 150 registrants for \$1.41 each. I mean, we went from \$4. Yeah. Now, she has a huge warm. So, like, just say, this is a big you're like, why is she spending \$12, 000? She has 25, 000 people coming to this thing. This is just your ads. And, and so yeah, so we

23:01 - 23:41

Meredith Kallaher:

were thrilled. And then we did it again. So, then the next year, we spent 12, this was February 1st, 2024. So, this year we spent \$12,500. We signed up 9, 842 people with ads, which is \$1.27 each. Amazing. Yeah. And so, and you can, and they, Metta has, has announced, they announced every, you know, they're publicly traded. So, every quarter, they have to explain their income to their and in several times during this period, they have said their revenue is going up

because they're increasing. They have mentioned they are charging more for ads. So even

23:41 - 24:14

Meredith Kallaher:

with increased prices, we've been able to drive her cost down, which is exciting. And I've seen that. And you asked also In the DMs why we haven't heard people talk about this before and I think I think because it's not necessarily a new thing to use an awareness campaign with ads but it's hard to sell to people because an awareness campaign by itself, even though I only want you to spend \$300 a month, you can't tie to the results just like you're saying. I can tell you; we do. We tell it, we show our clients like,

24:14 - 24:25

Meredith Kallaher:

you spent this much on the awareness campaign and it reached this many people and you had this many clicks or something like if there's sure many click on and they all just they don't care they want to go to the

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Jessica Miller:

the sales piece.

24:27 - 24:58

Meredith Kallaher:

Some of them care maybe it's just up there but they are but the so that's why like I think that as managers have been using them for a while, different ones, if, you know, if they do a good job of explaining to their clients why they need it, that a lot of times they leave it out, because we want to put all our budget to sales ads or something. But also, meta has started pushing it to like, which is hard to, they've been telling people they get at the end of 2023. And 1 of their marketing

24:58 - 25:13

Meredith Kallaher:

summits, the whole marketing summit was that about using meta-ads to build brand awareness. They didn't get great feedback from it because people are like,

yeah, yeah, you would say that because then we can't you can't prove to us that it's working.

25:13 - 25:51

Jessica Miller:

Right. It's hard to track the return on the investment, sure, sure. But I think this really goes back to the whole concept of like holistic marketing and the customer experience and what it is that they are seeing and perceiving in a whole cloud of marketing. Like we call it like this marketing sphere, right? You're showing up in an ad, maybe there's a sales ad, but then there's some awareness ads. Then they're getting emails from you. Then you're talking to them organically on social. It's this whole piece of the puzzle that actually contributes to them taking an

25:51 - 26:24

Jessica Miller:

action in a certain way. And I think the cohesiveness of that, and that's another thing too, Meredith, that I think you do really well is, and because I've worked with you on some of my campaigns, is that you're looking very strategically and holistically at the customer journey at what these people are experienced around the ultimate goals that I want. And it's a part of that whole puzzle. And so, you're able, I think, to be very specific to your point, you can tie the ad spend to a specific sale or a specific goal within the ads campaign.

26:25 - 26:57

Jessica Miller:

But then because you know holistically all of the other goals and things that are happening, you could help that piece of marketing also feed into the other things that are happening within your business. Because again, that awareness, maybe it's not about 1 specific campaign, it's about you as a brand, but you have the foresight of the other things that we're selling or what other things we're selling in tandem. And so, they all work together. And I think that's a really important part of marketing now, the way that people consume information. They're out there and they're taking

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Jessica Miller:

all of this stuff in, like in totality.

27:00 - 27:35

Meredith Kallaher:

Yeah, I think so. I think that you need to think about the before someone spends with you like how much information you have to test it but find out how much information they need. What's the best way to introduce yourself? Meet them for the first time and then how much info do you need to give them before they buy from you and then make sure I mean that the cheapest customer you know it's the cheapest way to sell is to somebody that's bought from you before exactly. Yes, we don't want to forget about that

27:35 - 27:40

Meredith Kallaher:

piece, but it's sometimes It's not fun to I don't know to not

27:41 - 27:42

Jessica Miller:

It doesn't seem very sexy

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Meredith Kallaher:

nurturing. Yeah, very sexy. Yes,

27:44 - 28:11

Jessica Miller:

right people are always chasing cold traffic and, on this podcast, we have talked about this a million times. Yes. Love on the people who already love you. Yes, you can convert a cold lead, but it is a whole lot harder and it costs you a whole lot more money than converting a warmer lead, someone who's already bought in. And I think the other piece that you talked about, which I think is huge, Meredith, and I think we forget this sometimes, is that you cannot argue with the data. I have had some of the, you know this,

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Jessica Miller:

like, ugliest ads. You know, why is this working? But the data is speaking to it, right? We've split-tested, we've looked at all the pieces, and now we're looking

across these different ads with all this information, and we're pulling the best things, and then we're kind of going all in there. And it's a constantly iterative process. Like, that's how we optimize these assets, and ads are just another asset that you can optimize. But the power behind being able to pay for the advertising, track the data, get the leverage on these platforms. I mean, it's really, that is

28:47 - 28:58

Jessica Miller:

a piece of the puzzle that every 6 and 7 business figure business owner Should understand how they can incorporate in some capacity in their business because you just cannot get that organically on your own

28:59 - 29:32

Meredith Kallaher:

Yeah, and for sure and that's it what another these less expensive ads campaigns let us do in volume is track different pieces. Like I was meaning, is this image working better? This image and you were saying, when you know, sometimes an ad super ugly, why does it work? Well, it might it might work because it stops somebody scroll like, Oh, wow, that's super ugly. But then you have good copy. And what and not necessarily an awareness but what all piece like if we're running a freebie ad for you before the more expensive direct to

29:32 - 30:08

Meredith Kallaher:

sale ad, the freebie ad allows us to see like what ugly image or video stopped them and then which copy, because which copy's working better. And it's fun, in Ads Manager, we can see when people like, when people just click on an ad, maybe because they want to, it stopped the scroll. And also, when they click through, often it means like the link click through rate is often speaking to the copy, how good the copy is. The regular click through rate just tells us when someone clicks that usually is speaking to the image. And then we

30:08 - 30:43

Meredith Kallaher:

get a piece, some data that's telling us about the copy and then we get to do different combinations. It'd be like, oh, this 1 looks like a good winner. But what's

cool about that 6 and 7 figure business centers are it's a faster, maybe less expensive way to then test for later down the funnel, like on your direct sales page. Meaning we can, it's cool. The ads give us a lot of places to see what's working and what's not working, but it speaks to all up and down your funnel. Yeah. It can help us make changes

30:43 - 31:04

Meredith Kallaher:

everywhere so we can optimize your funnel and help you make more money and get rid of any leaks where they are. Totally. Because maybe you're not using the correct words to get people to show up for your discovery call. But we can use some words that worked really well in an ad and use them there, you

31:04 - 31:27

Jessica Miller:

know? Yes. It has so many legs, absolutely. And being able to put it in front of that many people and get the data, that was kind of what I was saying earlier. It's part of a bigger cloud. It's informing everything. And I think it's really important and total side note, like I've never I've never had like a really ugly image or anything like that. Right. But it's just the thing you're like, really, they're clicking on that

31:27 - 31:29

Meredith Kallaher:

1, you know, and it's just but the

31:29 - 31:30

Jessica Miller:

data is the data.

31:30 - 32:01

Meredith Kallaher:

The ebb and tell me probably this summer for a solid year, and I wouldn't, we've not even thought of it as ugly, but across the board, all of our clients, what worked best was just words on an image over everything. Like, like, this is my virtual mass summit. Click here. Like really for the virtual mass summit, that image was the best. Yeah. And so, and which is nice for me. Cause like, well, I

mean, I have a team that helps, but like, I love the copy of that, like creating images is this is if I

32:01 - 32:08

Meredith Kallaher:

was doing it personally, is the scariest part for me and I'm like, sure, cool. I can do this all day long. But now videos are proving to make sense. Yeah. Yeah, I love it.

32:15 - 32:30

Jessica Miller:

I love it. So, Meredith, you have a great resource that you are willing to share with the people on this podcast, which I think is awesome, that helps like walk them through this awareness campaign concept and some other things related to ads that you said you would share. So, tell them about that. That.

32:30 - 33:01

Meredith Kallaher:

Yeah, so I have a Facebook ad strategy cheat sheet right now. It's called the 2024 Facebook ad strategy cheat sheet and it actually is, I think it's 5 steps. I haven't looked in a minute, but it's all the pieces that I run for almost all of my clients to create more leads and more sales for their business. But it does include this awareness campaign. And I have a link to that to a YouTube video that walks you through it's actually not my YouTube video. Just I told you I'm going to remake it 1 day. But it's

33:01 - 33:32

Meredith Kallaher:

a gentleman who I think is very, he has a nice British accent and I tend to watch and he sets it up like we do. He calls it an omnipresent ad. So, you'll find a link to his, Ben Heath, give him full props, how you can set this up if you want to because I've had friends that it doesn't make sense to hire an ads manager just to do this \$300 a month ad campaign. I'd love to work with anybody but if you just want to run this campaign it might make sense just to set it

33:32 - 33:44

Meredith Kallaher:

up yourself. And you can do it if you follow this walkthrough. And it's linked on my strategy sheet, which is my website meredithkalaher.com backslash FB ads 24.

33:45 - 34:13

Jessica Miller:

Awesome. Awesome. And Everyone, we will link that in the show notes so that everyone has access to this pure gold. Go check it out. Yeah, this campaign is amazing. Meredith, congrats to you and your clients. Thank you so much for coming onto the podcast today and sharing all of your wisdom. I am a numbers girl too. As you know, I'm also loving optimizing and leaning into your warm market. I think it's really the way that people can really, you know, grow their business quickly. So, thank you for coming. It's been such a pleasure having you on.

34:13 - 34:16

Meredith Kallaher:

Thanks so much. It was really nice to be here.

34:16 - 34:22

Jessica Miller:

Of course, of course. And to everyone have a wonderful week and we'll see you here next week on the It's Your Offer podcast. Take care.