

064 - Still Relying on Facebook Ads Alone?

Gert Mellak 0:00

So imagine you suddenly get your account shut down. And nobody finds you on the internet, even if they search for what you're actually selling. And this is very often the main query clients come to me with where they say, Look, we had this day where Facebook didn't work, for example. We had an issue with our account. We had an issue with a new ad that wasn't working after the iOS upgrade, etc, until we got it working at some point. So over these periods of time, we want to make sure that if people search for our specific coaching program that they find us on Google. If people search for a particular issue my client base has, they should be finding information on our blog from us on Google.

SEO Leverage Podcast Intro Music 0:44

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:54

Welcome back to Seoleverage.com. Gert Mellak here. And today, I want to share a few thoughts about businesses that are relying mostly on Facebook ads. Now we get this a lot. And I think Facebook ads is an incredibly powerful machine. And we have a lot of clients who are essentially got big up to seven figures with Facebook ads with investing money into advertising, highly targeted advertising on Facebook, to bring people in, bring people into a Facebook group, bring people onto their mailing list, and then sell them on their product or services. And don't get me wrong, if you manage to make this happen, kudos to you. I think this is an amazing achievement. Because first thing is obviously to get those ads resonate with your target audience, but then getting them to stick around, like and trust you enough to purchase your service. This is really an amazing achievement, and you should celebrate it. Now I'm running an SEO agency with 25 people and growing really fast and the growing client base. And we see more and more companies now trying to put their business on a more stable foundation. And this is why on this episode, I want to share a few thoughts about what it takes to do this to make this happen. And make sure that your business doesn't rely on Facebook ads alone as its main driver of leads and sales. First things first, if you want to have a chat about this and see whether we can help you or not, head over to Seoleverage.com and book yourself in for a free call with me personally. I'm going to check out your website, and we're going to talk about how SEO or even other channels could potentially tie into your business model and make sure that you have compensated to single source dependence of Facebook in a matter of a few weeks and months. One thing you want to see when you're depending on Facebook ads and want to start building out search marketing is that it's all about content. Not only content that needs to be seen or is being consumed by people on your website, but it is about the content people actually search for. So SEO is very different from Facebook ads in that we prepare content based on what people are searching for online. Within Facebook ads, you essentially have disruptive

marketing, you interrupt their navigation process, a browsing process with something that's most likely going to catch their interest. But on search, we have essentially a special moment. And this is a special moment where people set aside some time to really engage with your content, really check out what you have, because there are searching for this. Whenever you go to Google, you have set aside at least a few minutes to figure something out, to find something to research something, to read something, to learn something, to find something to download. So you have a special moment where you're going to have your full attention on a website on a brand's content in this moment, very often then shows incredibly high conversion rates. We have clients getting 1000s of leads with conversion rates of up to 50%, just because they nailed the lead magnet that's getting this first opt in happen. And they absolutely have laser targeted content that has high search volumes. So search volume is a very big point here, you want to take into account as well. You can't right off the bat go after the keywords that are being searched for the most on Google, you need to slowly work your way upwards. But once you get to a decent level, Google is going to happily rank your content when you're recognized as an authority on Google and an authority in your space. But you slowly need to work your way up. You can't rank for iPhone today. But you might be able to rank for blue iPhone cases in Sydney in a matter of a few weeks, because it's a very narrow term. And Google might be happily rank your page if it's the best out there. And you might even have some links pointing to it. So picking your battles well is one of the main things we help people in our Erica program where we on an ongoing basis line up what they should be focusing on next in the next couple of weeks until we do the same thing again, reevaluate everything and then point out the new priorities. When you're relying on Facebook ads, you're obviously always relying on the potential danger of getting your account shut down. We know this happens sometimes with Facebook ads accounts for no obvious reason, even support, if you have a challenge with Facebook ad support, you know what I'm talking about very often they know less about Facebook ads than you might know. Or also don't have any additional possibilities for a normal account to reestablish it or get it out of penalisation or blocking. So imagine, you suddenly get your account shut down. And nobody finds you on the internet, even if they search for what you're actually selling. And this is very often the main query clients come to me with where they say, Look, we had this day where Facebook didn't work, for example, we had an issue with our account, we had an issue with a new ad that wasn't working after the iOS upgrade, etc, until we got it working at some point. So over these periods of time, we want to make sure that if people search for our specific coaching program that they find us on Google, if people search for a particular issue my client base has, they should be finding information on our blog from us on Google. And these kinds of things is what we help them with. And these kinds of things is what I think is the very basis of the very foundation of digital marketing where people who want to find you or find what you're looking for to sell, they should be finding you on Google, this is like a main requirement. For me, Facebook ads is essentially one additional channel as SEO is one additional channel. But people should be able to find you when they're ready to take action. Another element you definitely want to get under your control if you don't have it just yet is email marketing. Email marketing is really, really powerful. We see many Facebook ads, businesses relying on this first sell. They have direct response offer and get people into their space or into a Facebook group or something like this. But try to make sure that you get their email address. Email addresses are really, really powerful. And once you have an email marketing system in place, like it could be active

campaign, which we use here, Ontraport. There are several very important systems. MailChimp is another one that's going really well or ConvertKid. We can use those systems. And you can use those systems to make sure that you communicate on a regular basis with your target audience through email. So they get more impact points than only when they log into their Facebook into or log onto their Instagram or see an ad from you. They want to make sure that they get several impacts and a short period of time to actually take action. And if email is one of the resources you're counting on, when it comes to your client base or audience base, you have an additional channel right there that is free to use. One of the best ways to get email addresses is with SEO, and with specifically driving targeted traffic to an article that has a lead magnet, that's just the logical next step. So if you're searching for, if someone is searching for how to start with email marketing, and you have a PDF on an article that explains everything, you have a PDF with the best subject lines that get the highest open rates, this could be a very good lead magnet for them, because it's just one of the next logical steps. And another one could be a buyer's guide for a lead for an email marketing tool, for example, where somebody doesn't have a tool yet, and they inform themselves about email marketing. And you give them a good buyer's guide and say, Look, these are the five or 10 main tools people use for email marketing. These are the pros and cons blah, blah, blah, and PDF. And then you offer this to download in exchange for an email address. These kinds of things, we call them opt ins, we track them in our application for every single client. So they see the dashboard and the entry page, the landing pages, the conversion rates, opt ins, and things like those. So the decisions made around SEO can actually be targeted and based on data. Not only assumptions, or gut feeling as it happens very often when it comes to online content marketing or blog marketing. So you see there are chances to make sure that your business gets onto a more stable foundation, adding additional traffic channels, additional channels for leads and posture and also sales. So if you want to know more about how SEO could work out for you, or maybe you already have content, but it's not really getting any traction, please reach out, head over to SEOLEVERAGE.com. Get in touch with me. Book yourself in for a free call. And we can just have a chat. Check out your website, check out your competitors. Maybe there's already someone doing really well in your industry with SEO as well. And you might be missing out big time. So head over to Seoleverage.com and let's have a chat. Thank you.