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**Marlon's Marketing Minute**  
**Vol. 6, #15, April 23, 2011**  
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Hello,

Marlon here.

In this issue:

**“Can You Really Get Your Ad On  
Facebook In 5 Minutes?”**

**(And What Happened When I Tested 383 Age, Sex &  
Country Combinations?)**

This is an AWESOME issue.

Are you only 5 minutes away from a successful Facebook ad?

You'll find out this issue!

Traffic Dashboard Quickstart Calls were held and are posted in your bonuses area. Now, someone reported that one of the webinars didn't have the whole recording up so we'll check this out on Monday and get it straight for you.

Marlon Sanders

P.S.

Thanks to Jason Fladlien, James Jones, Dave Frey, Andrew Lock, Tim Castleman, Harlan Kilstein, Connie Green, Doug Champigny, Jim Daniels, Jim Cockrum, James Penn, Lee McIntyre, Matt Gill, Daniel Tan, Willie Crawford, Paul Myers, David Vallieres, Paul Anderson, Winter Valco, Corey Lewis, Warren Whitlock, Ken Hammond, Frank Garon, Jay Boyer, Brian T. Edmondson, Joe Lavery, and so many other affiliates who deserve credit. I thank and acknowledge you for your promotional help with The Traffic Dashboard.

I especially owe Jason Fladlien and James Jones for kicking it off and really putting their support behind it with big, extremely responsive lists and to Tim Castleman for standing up for the product on Warriors Forum. **Dave Frey and Andrew Lock** came up BIGTIME in my weekend contest. They both won Ipad 2's!

Finally, a SPECIAL thanks to **David Jenyns** who supported my products with traffic consistently, even when I didn't have a product launch or contest. David, your efforts are noticed and appreciated.

My friend Doug Champigny also did a wonderful job of promoting and put a lot into it. Thank you Doug. Daniel Tan from seopressor.com also sent me very quality traffic. Thanks Daniel.

This issue contains:

- A. Who Else Wants 60% Front End and 50% Back End?
- B. Announcements from Marlon (Important)
- C. Main Article: Can You Really Get Your Ad On Facebook In 5 Minutes?
- D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

[illegible]

## New Bonus – Watch Me Generate a Boatload Of Traffic – LIVE!!

<http://www.thetrafficdashboard.com>

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost you more than the Dashboard to have custom created!

### A. Who Else Wants 60% Front End and 50% Back End?

If you you want a chance at promoting what I believe has a shot at product of the year in 2011 go to:

## B. ANNOUNCEMENTS FROM MARLON

## One: How To ACCESS Your Traffic Dashboard

**a. The Traffic Dashboard login is:**

However, we've moved to the infusionwp system which means if you buy today or later, your login will be:

**b. The Traffic Dashboard Turbo is at:**

<http://www.productlogin.com>

The user/pass here is NOT automatically the same as your Traffic Dashboard login. It's whatever you chose.

## Two: How to Get Support

a. Do NOT email us. Please.

Go to:

<http://www.getyoursupport.com>

### Three: Ateam

Holy smokes, last Thursday was awesome.....I walked A to Z through setting up your squeeze page, thank you pages, the whole funnel.

#### Four: Facebook Like Reveal

I figured out the iframe like reveal. Super EASY and will be doing a video on it shortly for buyers of the previous Facebook Like Reveal and Traffic Dash.

## Five: Google Farmer

I ADDED an audio link with Sean Mize in Traffic Dashboard where he discusses Google Farmer update and article marketing in depth. It's on row 1 in one of the icons.

Also, I WILL also post a link to a video where Rusty explains the same and how it effects the 0 to 1,000 visitors as day plan.

Please be patient on me adding these things. With this launch, it's been crazy and I don't have the large staff I used ot.

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### C. Today's Article:

# “Can You Really Get Your Ad On Facebook In 5 Minutes?”

[illegible]

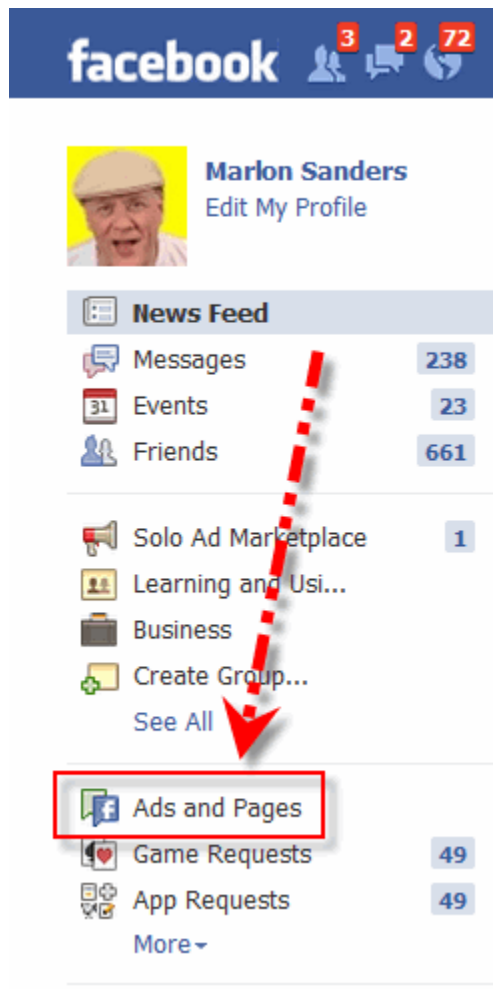
No freaking way.

Are you serious?

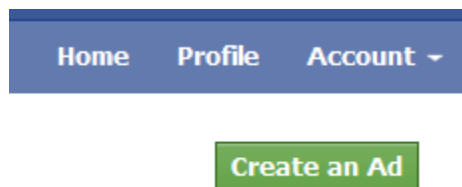
## Get an ad up and running on Facebook in only 5 minutes. Is that possible?

That's the question I tackle in today's Marlon's Marketing Minute.

## Step One: Click Ads and Pages



## Step Two: Click Create Ad



This step COULD look different for you. You might have to hunt around for the create an ad button. And the reason I say that is since I'm already running ads, I can't see the screen you see. I'd create test account but Facebook doesn't allow you to have more than one.

Anyway, hunt down that green sucker and **CLICK IT!**

## Step Three: Select External URL

### Advertise on Facebook

#### 1. Design Your Ad

Destination:	External URL [?]
URL:	External URL
Title:	Pages
Body:	Promo Dashboard 600 Visitors Daily With Squidoo? Marlons test 2 Squidoo Secrets Want More Online Sales? Subscribe Subscribe New Product 1 Facebook Fan Page Test Internet Marketing Secrets Sales Letters Truth About Internet Marketing
Image:	Applications DISQUS Comments [amazingformula]

**Suggest an Ad** [?]

## Step Four: Type In Your External URL

In this case, I went to Clickbank.com, clicked on “marketplace” and found a product to promote:

### Featured Marketplace

A Hand-Picked Selection of Top Quality ClickBank Vendors

Be the first to learn about high-quality products! [Sign up](#) to receive Product Updates from ClickBank.

Home Featured Products New Products Top Performers Get Featured Search Featured

Featured Marketplace > New Products > iPhone Dev Secrets [Promote](#) [Affiliate Tools](#) [Pitch Page](#)

#### iPhone Dev Secrets



**How To Create iPhone Apps**  
With NO Programming skills?

**iPhone App business is booming! Don't miss out iPhone gold rush.**

Learn how to create iPhone/iPad App or Game with **no programming skills** and hit pay dirt with it in the App Store!

Become a AppDevSecrets affiliate and earn up to 75% + bonus commission on each sale! That is up to **\$146 usd/sale!**

Our \$1 trial offer is also converting like crazy! In fact, one PPC campaign showed a 4.8% take rate with zero cancellations so far.

Join now and see how our special follow-up series + exit splash work to convert your leads for you!

Go to our affiliate page, <http://appdevsecrets.com/affiliates.html> to get your HopLink, the affiliate commission structure, and the promo materials (ready to use keywords, banners & email templates).

iPhone App business is booming! Don't miss out iPhone gold rush.

Topics: [New Products](#) | [app](#) | [ipad](#) | [iphone](#)

I clicked on the green “promote” button and put in my Clickbank username I got when I signed up as an affiliate.

Now I just copy and paste in that URL:

### **Advertise on Facebook**

#### **1. Design Your Ad**

Destination:	<input type="text" value="External URL"/>	<a href="#">[?]</a>
<hr/>		
URL:	<input type="text" value="http://161a3dbdt9yrf1j5oox2kknd0m.hop.clickbank.net/"/>	<input type="button" value="Suggest an Ad"/> <a href="#">[?]</a>

You put the URL in there of WHATEVER product you’re promoting, whether it’s your own or someone else’s. If you were promoting MY products, you’d put your affiliate URL in there.

### **Step Five: Click Suggest An Ad**

## Advertise on Facebook


### 1. Design Your Ad

Destination: External URL [?]


URL: <http://161a3dbdt9yrfj5oox2kknd0m.hop.clickbank.net/> [Suggest an Ad](#) [?]

Title: iPhone Dev Secrets [?] 0 characters left

Body: How to create an iPhone or iPad project with no programming skills and hit pay dirt with it in the App Store! [?] 135 characters left

Image:  2 of 5 Choose a Thumbnail [?] ☐ No Thumbnail

[Upload my own](#)

Preview: 

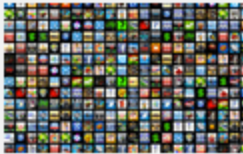
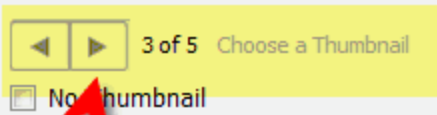
Facebook LITERALLY created this ad for me! All I did was click the little arrow there to the right of the image that says “Choose a Thumbnail” and that let me scroll through several photos I found on the page.

I could JUST as easily chosen this picture:



0 characters left

**Body:** How to create an iPhone or iPad project with no programming skills and hit pay dirt with it in the App Store! [?]

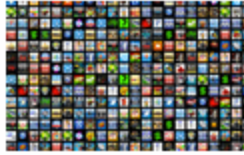
**Image:**   135 characters left [?]

Upload my own

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**Preview:**

**iPhone Dev Secrets**



How to create an iPhone or iPad project with no programming skills and hit pay dirt with it in the App Store!



You see? All I did was click that arrow and it found this other pix. Now, that's not a very descriptive picture so I'm goin' with the box. If the photos aren't good, then go to [bigstockphoto.com](http://bigstockphoto.com) and buy a photo for a buck.

Some people like to try photos that SCREAM for attention like THIS one I found:

<http://www.bigstockphoto.com>





#### Smart Phone

 Add to cart  
 Add to lightbox



#### mobile telephone

 Add to cart  
 Add to lightbox





#### Many Smart Phones ...

 Add to cart  
 Add to lightbox





#### Smart Phone Applica...

 Add to cart  
 Add to lightbox





#### Giving Money Over S...

 Add to cart  
 Add to lightbox



#### P D A Mobile Phone

 Add to cart  
 Add to lightbox

### Step Six: Add A Call To Action

You'll notice that it found that text and put it in the ad for me but there is no call to action.

So add somethin' tellin' 'em to CLICK!

#### IPhone Dev Secrets



How to create an iPhone or iPad project with no programming skills and hit pay dirt with it in the App Store! Read more here.

Being the GENIUS copywriter I am, I added "Read more here."

You know what?

That iPhone picture is so awesome I bought it. Now, I figure I can't run this ad on the interest of iPhone because those people aren't programmers. I'm guessing programmers might buy this.

So I removed the words "with no programming skills" since that might turn off programmers. And I added the photo:



I bought that in a jiffy at bigstockphoto.com for a buck (choose the small size) and uploaded it.

I added a question mark in the headline.

This looks good!

### **Step Seven: Choose Your Targeting**

I chose US for the country. I'd run separate ads for UK, Australia and Canada. One for each country. I chose males. I would run a separate ad for females. For the INTEREST I chose "programmer".

Now, this campaign has a bit of a flaw. There isn't an EASY to choose interest that screams that the person would WANT this product. I have NO idea if programmers are interested in developing apps for the iPhone. It's a guess.

But I'll come back to that in a minute. Let's look at the targeting:

**Location**

Country: [?] United States ✕ |  
Enter a country  
☐ By State/Province [?]  
☐ By City [?]

**Demographics**

Age: [?] 18 ▾ - Any ▾  
☐ Require exact age match [?]  
Sex: [?] ☐ All ☒ Men ☐ Women

**Likes & Interests**

Programmer ✕

**Connections on Facebook**

Connections: [?] ☒ Anyone  
☐ Advanced connection targeting

**Advanced Demographics**

Birthday: ☐ Target people on their birthdays  
Interested In: [?] ☒ All ☐ Men ☐ Women  
Relationship: [?] ☒ All ☐ Single ☐ Engaged  
☐ In a relationship ☐ Married  
Languages: [?] Enter language

**Education & Work**

Education: [?] ☐ All ☒ College Grad

I chose college grad because they probably have more money to spend.

The good news is this is a very targeted ad:

Estimated Reach

**8,200** people


- who live in the **United States**
- age **18** and older
- who are **male**
- who like **programmer**
- who **graduated from college**

I can easily test male vs. female, other countries, other interests on a very targeted basis and see if any of them are profitable.

### Step Eight: Choose your campaign name, pricing and schedule

#### 3. Campaigns, Pricing and Scheduling

**Campaign & Budget**



Campaign Name:

Budget (USD): \$10.00 daily budget

[Create a new campaign \[?\]](#)

**Schedule**

Campaign Schedule: 01/31/2011 7:58pm – Ongoing

**Pricing**

☒ Pay for Impressions (CPM)  
☐ Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per 1000 impressions? (min 0.  
 Suggested Bid: 0.65 - 1.29 USD

Note: Tax is not included in the bids, budgets and other amounts shown.  
[Use Suggested Bid \(Simple Mode\)](#)

I'm creating a new campaign and calling it iphone dev.

It's a GUESS to me whether I pay per click or per impressions. I'm probably better off paying per click since this ad is a long shot. I mean, HOW do I find people with an interest in creating iphone apps?

I raised my budget to \$20 a day and in spite of my better judgement, I'm going CPM.

### Step Nine: Place Your Order

Just hit that PLACE ORDER button!



### Step Ten: CLONE your ads and test other variables

Doing CPM is probably a mistake so I'll run the SAME ad as CPC also.

#### Preview



That LITERALLY clones your ad!

Now all I do is add in my CPC bid:

### 3. Campaigns, Pricing and Scheduling

**Campaign & Budget**

**Campaign Name:**

**Budget (USD):** \$20.00 daily budget

[Create a new campaign](#) [?]

**Schedule**

**Campaign Schedule:** 04/23/2011 7:52am – Ongoing

**Pricing**

☐ Pay for Impressions (CPM)

☒ Pay for Clicks (CPC)

**Max Bid (USD).** How much are you willing to pay per click? (min 0.01 USD) [?]

Suggested Bid: 0.72 - 1.05 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

[Use Suggested Bid \(Simple Mode\)](#)

I figure I'll be a BIG spender and go a penny above the low bid. Some people go ½ way in between. Some people go ½ of the BOTTOM bid!

There are all kinds of theories about bidding. Some love CPM (you pay \$X for every 1,000 times your ad is shown.) Others love CPC where you pay ONLY when someone clicks your ad.

I can JUST as easily:

- \* Change the country to Australia, Canada or UK (or wherever).
- \* Change the sex from male to female
- \* Change the ages targeted
- \* Change the “interest” keyword I typed in from “programmer” to somethin’ else.

# The Flaw In This Campaign

This campaign is now LIVE pending Facebook review of the ad which should get accepted.

There IS a flaw in it: How do I know if programmers are interested in developing an iPhone app?

Who knows?

A BETTER bet is to use something laser targeted. Here's an ad I placed earlier this morning:



That's NOT the actual ad...for some reason Facebook isn't displaying the ad I created. I DO have a call to action on the one I'll run! But it's basically this ad with a call to action.

This targets people interested in hydroponics.

Now THERE is an easy to target word. But are people interested in hydroponics ALSO interested in Aquaponics? I have NO idea. I don't even know what Aquaponics is. I just grabbed a Clickbank product and put it up.

It's BEST to do ads where you KNOW something about the topic because you have a BETTER idea WHO will be interested in it. The more you can put up an ad that has EXACTLY what the people you're targeting WANT the higher the probability you'll make sales.

**I've done NOTHING in the above examples to match demographics.** I show how to do THAT in the Traffic Dashboard on the Facebook icon and the whole banner advertising row.



It's important to match the demographics of the product's buyers to the people you target on Facebook if your audience is large enough.

With the programmers, I only have 8,000 I'm targeting so I don't have room to narrow it down much more by age.

## Look What Happened When I Tested 383 Age, Sex & Country Combinations

Age CAN make a WHOPPING difference. I showed in the Traffic Dashboard webinar how I did the following test in only minutes. Look at the MASSIVE difference testing by AGES makes:

	Ad Name ?	Status ?	Bid ?	Type ?	Impressions ?	Social % ?	Clicks ? ▼	CTR ?	CPC ?	CPM ?	Spent ?
<input checked="" type="checkbox"/>	Want 600 Visitors Daily?65+_Male_married_US	🟢	\$2.39	CPC	82,879	32.4%	84	0.101%	\$0.63	\$0.64	\$52.78
<input type="checkbox"/>	Want 600 Visitors Daily?40-49_Female_married_US	🟢	\$2.39	CPC	30,060	25.8%	25	0.083%	\$0.72	\$0.60	\$18.06
<input type="checkbox"/>	Want 600 Visitors Daily?65+_Female_married_US	🟢	\$2.39	CPC	25,558	21.4%	24	0.094%	\$0.78	\$0.73	\$18.77
<input type="checkbox"/>	Want 600 Visitors Daily?65+_Male_relationship_US	🟢	\$2.39	CPC	21,464	19.0%	21	0.098%	\$0.56	\$0.55	\$11.70
<input type="checkbox"/>	Want 600 Visitors Daily?40-49_Female_single_US	🟢	\$2.39	CPC	19,263	33.1%	18	0.093%	\$0.60	\$0.56	\$10.73
<input type="checkbox"/>	Want 600 Visitors Daily?65+_Male_single_CA	🟢	\$2.39	CPC	18,001	16.6%	18	0.100%	\$0.59	\$0.59	\$10.59
<input type="checkbox"/>	Want 600 Visitors Daily?50-64_Male_single_US	🟢	\$2.39	CPC	14,108	34.7%	15	0.106%	\$0.62	\$0.66	\$9.27
<input type="checkbox"/>	Want 600 Visitors Daily?35-39_Male_single_US	🟢	\$2.39	CPC	13,018	31.0%	14	0.108%	\$0.60	\$0.65	\$8.43
<input type="checkbox"/>	Want 600 Visitors Daily?50-64_Female_married_US	🟢	\$2.39	CPC	13,689	36.9%	12	0.088%	\$0.82	\$0.72	\$9.81
<input type="checkbox"/>	Want 600 Visitors Daily?65+_Female_married_AU	🟢	\$2.39	CPC	9,648	28.1%	11	0.114%	\$0.92	\$1.05	\$10.09
<input type="checkbox"/>	Want 600 Visitors Daily?50-64_Male_married_US	🟢	\$2.39	CPC	10,200	44.0%	10	0.098%	\$0.85	\$0.83	\$8.47
<input type="checkbox"/>	Want 600 Visitors Daily?30-34_Male_married_US	🟢	\$2.39	CPC	8,466	29.3%	9	0.106%	\$0.80	\$0.85	\$7.16

Get that. 65+ married males in the U.S. did better on this PARTICULAR ad than any other age, sex or country out of 383 tested.

The awesome thing is it didn't take me long to do this test. Now CAUTION: Using an automated app like the one I used to do this could VIOLATE Facebook's terms of service. I'm trying to get an answer to this and will report my findings. So be careful. Violating Facebook's tos COULD get u banned.

The campaign is paused because I am revamping the Fan Page to collect opt ins. Right now it's only collecting "likes" which is good but not sufficient to justify the .63 per click cost.

If I can get 1/2 of clicks to opt in, THEN I have a \$1.26 cost per opt in.

My AVERAGE opt in is historically worth \$10-\$12 per year.

## WOULD YOU SPEND \$1.26 TO MAKE \$10?

Now, on my Ateam call on Thursday I showed how my pal James Jones makes \$40 per OPT IN in a year.

Very simple actually.

But I'm not doing what James does 'cause I don't wanna have to work the extra 2 hours a week.

And I certainly don't represent YOU in YOUR niche will make any of the money above. I can ONLY report what I know I do and what talented, successful friends do. You may or may not be able to duplicate or even come close to those results.

I have to say that to be legal. But it's also true.

What I CAN TELL you is THIS:

If you follow the STEPS in this issue, you CAN put up a Facebook campaign in 5-10 minutes using the Facebook wizard just like I've shown you.

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Marlon Sanders is the author of "The Traffic Dashboard."

If you want to get more traffic now, go to:

<http://www.thetrafficdashboard.com>

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You have the right to insert your reseller URL for "Traffic Dashboard" in place of the existing URL>

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### D. "Services You Can Use"

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Set up your squeeze pages, autoresponders

And email sequences here:

<http://www.promodashboard.com>

PUT UP YOUR WEB SITE? Discover how easy and simple it can be to do your own graphic design (or at least some of it).

Plus, find out the exact resources I recommend to save a bundle. Avoid going down the wrong path.

<http://www.designdashboard.com>

NEED A SALES LETTER? <http://www.pushbuttonletters.com>

Many people have copied my software. But there really and truly is only ONE original.

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### **A few important words from my lawyer**

My lawyer would say to remind you that nothing I talk about in this issue is guaranteed. While \$10 -\$12 a month is an accepted average per subscriber in our business, email addresses do go bad, and every niche is different. The results YOU personally get will depend on many factors. No result in business, any business, is guaranteed (which is why God invented jobs). The idea of making \$40 per subscriber is almost insane and way beyond the average, in spite of the fact that my good friend does it. Understand that I haven't personally inspected his accounting books to verify these numbers, nor would he have any reason to ALLOW me to do so. This is secret information passed along amongst friends. But I DO have a strong basis for believing those numbers are accurate based on my friendship with James and my own experience in my business using the same exact method he uses on occasion. My advice in business is ALWAYS to never spend scared money, never invest money you can't afford to lose and ALWAYS acquire subscribers at ZERO cost, so that whatever you gain is gravy train. Always test small before you invest much and understand that there it does take time to get an email capture page to perform at 50% and results vary by niche. Not only that, it takes time and effort to get OTO's to break even, and it's within the world of possibilities that good, bright, hard working individuals will never be able to do this. If you can't accept risk or tolerate the possibility of loss of time, money, energy, effort, financial and psychic loss, keep your day job and do not even THINK about becoming an entrepreneur nor doing email marketing. There ARE costs involved in running any business, including an email marketing business such as your autoresponder service, web hosting, and outsourcers, as well as the cost to buy ads. There IS the risk that email open rates will continue to decline or that laws will

change and affiliates won't be allowed to promote. Any business has risks. If you don't like risk, don't own any business. Period. Not even a McDonalds.

Understand that what I sell is SECRETS to success. Most people never do anything with those secrets just like I never perform most of the tricks I buy at my little local magic shop. I like learning secrets. **THUS**, most people **NEVER** make any money or negligible money in online marketing. Some even lose money. I do **NOT** represent that you will gain **ANYTHING** other than secrets of my success and the success of my friends when you buy my products. I sell secrets. That's the extent of what you buy from me.

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