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Creating Ad Campaigns

I am going to run some ads right now. We had our upcoming launch of My Unfair Advantage at the time that I recorded this, and I've started building some audiences inside of Facebook that we could create some campaigns too. The way that you build an audience is you basically insert a pixel on a page.

At the current time, we've got two pages for My Unfair Advantage. One of them is this JV Page that I'm loading now, and the other one is the coming soon page. The JV Page is the page that we are promoting to our affiliates to recruit them to send traffic to our launch. This page has a pixel, my Facebook pixel is on this page, which means that whenever an affiliate lands on here, Facebook gets notified who that person is, and they put all these people into an audience for me. Same thing that has been happening here on this page, which is my coming soon page, where I'm running a contest for prospects to share my page.

We've just started doing this and I decided, "Let's build an audience." What I'm doing now is going over to my ad sections. I'm going to Custom Audiences and see how that's been working. I'm going to go over to Manage Ads, and inside, I'm going to tick off here in my account and let me just drop down here. I think I might not do that. I can just go up to the top where the audience is. That's what I wanted to do.

ow, on this audience page, you see all the different audiences that I have. Currently, these are the two pages that I'm just showing you, The MUA JV Page and The MUA Pre-launch Page. Not exactly sure why the Pre-launch page has not started building an audience yet. It says it's populating it. I think I may have screwed up with the URLs that I was telling Facebook to look at because when you create a new audience, you gotta tell Facebook what pages on your website do you want us to collect data from.

I do see that the JV Page already has 200 JVs that Facebook is populating now, an audience of 200 people for me that I can advertise to. If I go down, you will also see that I've done this with other JV Pages. Over here, I've got Funnel Boss JV, that one has 80 people, this one has 1,000 people. We have some bigger JV lists here. Buzzinar JV list has 100, The Copy Paste Commissions JV PAGE has 30.

As we scroll down here, I could probably make an entire group of all the audiences that are from JV Pages. Down here, I've got the PDC JV List, almost 500, the ISFN JV List has 80, HLS JV List. I could probably just create a JV audience. As a matter of fact, that is something that I've already done. I'm trying to find that audience here somewhere. I know I grouped them together. What we're going to do is try to create an ad and advertise to those people.

A couple of things that you need for an ad, the first thing you need obviously is a demographic target market. What we are going to do is target audiences, audiences that I've built, audiences that are already here inside of my Facebook account. I'm also going to need an image and I'm going to need some text for headlines.

This isn't as complicated as a lot of people make it out to do and doesn't cost a lot of money to do this. To be honest with you, if you don't experiment and throw a couple of bucks at some ads, you'll never know how it's going to do.

I'm going to create a campaign, and the objective of this campaign is for traffic. What I want to do is I'm going to name this MUA2018 JV. That's going to be the JV, what we want is link clicks, okay. I'm going to go ahead, and pick continue this and basically just answer the questions. Obviously, every single time that you log into your Ads Manager, you're going to see new options and little bubble like this popping up. It's a full-time gig, just be up to date on everything that's going on with Facebook and stuff.

I'm going to click this out. I'm just going to close these out right here. Traffic, choose where you want to set to drive traffic, you'll enter more details, I want to drive it to a website.

Custom audience, this is where I select those audiences. I believe I have a saved audience which is a JV, all my JVs and there it is. That's not that big, there's only 20 people on that one. Combined non-JV audiences. I guess I don't have the JV, this JV only has 20 people. Obviously, it's not the one that I want. These are all prospect lists that are very large audiences with prospect lists.

What I'm going to do is just create the list that I need by going individually into all these. This is going to be an ad for affiliates. I'm going to click that. Look at anything else that says JV on it. Not JVZoo but just JV, we'll look at ISFN JV List, IMC JV Page, Funnel Boss JV. Basically, this is anybody that has been to one of my JV Pages before. They would be on one of these JV audiences. I don't mind letting those people see my Ad, Ultimate Blowout JV. I'm just going to go down this list. I'm just selecting down these options and selecting anything that has the JV initials in it, because those are obviously all people that have visited one of my JV Pages in the past. I think that I just hit all of them. Let's see if I missed any JV. Did you see me miss any?

Here's the Funnel Boss JV Page. I missed a lot of these, and I think that's it. If you're wondering what these lookalike audiences are with 5 million people, 10 million people and all that, you can tell Facebook to extrapolate a list of prospects for you based on similarities between your audience. If you build an audience of let's, say 2,000 people, you could say, "Hey, Facebook, what I want you to do is go to your millions and millions and millions of users that you have and I want you to find people that have similar profiles to these 2,000." Find me people that have liked the same pages, that are the same age, sex, nationality or that they live in the same geocode, and then just pull a lookalike audience of people that have similar demographics.

This is important and that is location. Unfortunately, by selecting the location, you literally will reduce the amount of people here because you are limiting who gets to see it. But what I do is I just select the countries that most frequent my servers. The IPs that most frequent my server are from the following countries, that's the United States, Canada. I'm just going to select Canada, United Kingdom, South Africa, Australia, and I know that I'm missing one and it's a big one, but we've got most of them here.

What you'll notice is by me having done this, it reduced the reach, the people that I'm going to be able to reach, but don't worry about that because it also targets people. Look at this, you can even select Antarctica if you want people in Antarctica. Yes, that was an option. But you can target people in South America. That's a continent so I guess you must go into specific countries and these specific countries in Europe, you can go in as well. We're going to keep it like this for now, age range, 18-65. You can leave that alone. Obviously, if you reduce this gap, you're going to lower the reach even further.

I'm going to leave this daily budget at \$20. I'm not going to mess with anything else on here. I'm just going to go ahead and select continue and now it's going to take me to my creative section. This is where you select the page that you are running the ad from. You must have a Facebook Page associated with your account. If you said, ", I didn't see my Ads Manager." Well, you got to have a Facebook page. Just create a Facebook page. Once you have a Facebook page, you'll be able to select which page runs the ad. I'm using the selective Facebook page there.

I'm going to do a single, and this we select the type of ad, you can have a video ad, you can have a slide show ad, you can have a carousel. There are different kinds of ads that you can create. We're just going to a single image ad. There's an ad full screen experience. This is cool. I'm sure you've clicked on an ad and then it opens the site in the ad with the little template. It's cool and the video plays on top of it. I don't want to do this. I'm just going to untick that. We're not going to do that now, but we are going to do this, this is where you upload and image.

You're supposed to have less than 20% text on an image. This would be too much. That would be the first problem in this image. The second problem in this image is the play button.

They see this as a fake video, and they look at that as clickbait like you are trying to trick people into clicking so they would deny this image. But that's fine because we can create our own text with the headline and the description beneath it.

I have various other images that we took. I have the original image of that that we can use, which doesn't have the text. I've got this image of my beautiful wife that we can use, I've got this image of my handsome husband, and then I got this plain image that we can always put the logo on if we wanted to or put a product image or something like that. I'm thinking of just go with this one here.

Another thing that you could do is you can upload all of them and have them rotate just to see which one performs better, but I'm not going to do that. I'm just going to click on upload here and I'm just going to pick one of these from the desktop. I'm just going to pick that one with me and put on it.

If you've uploaded mages before, you can browse the library, you can click here and see other images you've uploaded in the past and you could probably pull some. I know I have other images from prior MUA launches that we've done and as you can see over here, I split tested a whole bunch of them with different colors and stuff like that.

A lot of times when I create ads, I'll upload different colors, like ads with different colors. It will be the same type of ad made with different colored borders, same basic image with different borders with different background colors and stuff like that.

Right now, nothing is jumping out at me for MUA, and I don't see any MUA. I see Buzzinar, I see an MUA banner here. We're just going to keep the one that we have. I'm just going to select done and we're going to run the ad with that image.

What I want to do here is just finish the text here, so we know what's it's going to look like. The website URL that we are sending people to here is going to be the JV Page for My Unfair Advantage, just type in <http://myunfairadvantage.com/jv>. That's where we're going to send the traffic to and now that's set up and I can start changing the headline. I can put in the text.

What I've learned here is that less is more. There are two types of ads. What I've found here is that what I want to do is I want to get the click as quickly and as easily as possible and then send them over to the page. I will let my page do the selling. I don't want to sell in the ad. The ad's job is to get the click, to win the click. So, if anything, I want to raise impulse, get them excited about clicking by using some pattern interrupting the headline, maybe by using some suspense, starting a thought, starting to verbalize, a process that makes them want to click to finish it to see what else is going on.

We've got three sections of text. You've got the headline, which is this section, down here. Believe it or not, the headline is below the video. Then you've got what they call text, and that is what's below the headline. Then you've also got what is called a description, the newsfeed description. The newsfeed description is what you see up here, above the video.

Usually, what I want to do here is like a pre headline. In the news feed description, I'll do something like, "ATTENTION ALL JVZOO AFFILIATES," now they would probably flag this for all caps. Down here, I'm going to put Black Friday. For my headline, I want to put "BIG BLACK FRIDAY BLOWOUT." What we'll do is set up an exclamation mark here and I'm going to remove the word all. "ATTENTION JVZOO AFFILIATES, BIG BLACK FRIDAY BLOWOUT!" And then for the description, I'm just going to put something simple. As you can see, it's already pulled some

information from my page. It pulled the headline from my page, and it automatically inserted it in there.

I don't know exactly how I feel about that headline. That might get disapproved because of the money amount. The problem here is you gotta be careful. I'm going to mention one of my concerns here.

If you do something that gets you disapproved of, what's going to happen immediately when Facebook looks at this ad is they're going to click on the link and they're going to go look at the page. They're going to see what's on the target page. If they see a big headline with money which is exactly what we have on our page, they might decline it because they might think it's a get rich quick scheme or something like that and that's always a risk.

If they come here and we say \$10,000 cash prizes, they might look at this and be like, "Oh, no, no, no." I'm not sure how they're going to handle this. This is the first time I've put a big cash amount like that in the headline. We're just going to risk it. My concern here is that for some reason they feel that that's a violation of their terms.

It's different if you just break an ad rule, that's one thing. 24% text rule or the headline rule or something like that, that's one thing. But a terms of service violation is something completely different. They see it as more serious. If your site is violating the terms of Facebook, they put the URL on the block list and now what happens is myunfairadvantage.com will be blocked from being posted anywhere on JVZoo forever. People won't be able to share the URL. Nobody will be able to post it on Facebook anymore.

I'm not exactly sure if this headline is risky but I'm going to load it. We're going to see what happens. You must change the display link here. I'm going to try to see if they let me because this is the URL that will be shown with your ad. It can be shortened or a reformat link, but it must direct to the same places, the destination URL. This one up here, in all placements. Let's see, jvwithus.com. That is my shortened URL, and they are letting me do it.

I guess they checked it to make sure that it did go there. I'm just going to roll it like this, let's push through and see what it's going to look like on mobile now. That's how it looks like in Instagram. This is what it will look like as a native ad. Interstitial ad, inside of other people's pages and websites and stuff like that. This is always cool. I always run all types.

You could deselect any of these and not run an ad on any one of those. Another thing that I want to mention here is something that I recently learned from Ben Atkins. When you run an ad, you don't want to run one version of the ad, you want to run various versions of the ad. Obviously, that's nothing new. You want to split test the ad. Yeah, yeah, yeah. The one that has the best is the one you scale. But do you know that you shouldn't touch an ad for about 72 hours from the day that you run it?

I learned it from Dr. Ben. He said, "Listen man, Facebook is trying to generate some metrics and some data. They're trying to gather data from the first few days of your ad. Let your ad run 72 hours. Let the data be accurate before you make a decision on whether or not it's working, whether or not you're going to scale it." Don't mess with the ad for 72 hours.

We're going to go ahead and confirm this and hopefully, we will get approved. I wish approvals were instant. They are not, but right now we are in review, and it gives us more options. These are new ad tips, you could duplicate your ad, start all over, they try to sell you additional services here, but we just ran our first ad. Now, what happens is I can go into my Ads Manager, and I can see, I should be able to see that campaign as pending if I scroll all the way to the top and I'm not. I'm not sure why. I haven't seen the campaign yet. I just created a new campaign.

I don't know if there's something different that they've done, there it is, okay. MUA2018 is my campaign name. It is pending review now. These are all my other campaigns, and I have a lot, from ads that I've run in the past. If I just scroll up here and click into that, you'll be able to see the... I didn't name the ad set. It just automatically pulls the names of the countries that I've selected and when I clicked on that ad set, the default name of this is Traffic.

I can edit the name of this, and I can name this ad, I can name this and 1. That could be because that's the image. I usually make the ad name refer to the image. Confirm and close. Let's change the campaign name. Probably, what I should've done here to be honest with you, I should've gone over to the Ad Set name, this should've been JV, right? That's what I should've done. I should've called this the JV Ads because I'll probably run several. I'll run a retargeting JV Ad, I'll run a base JV Ad.

Let me go ahead and change the name of this Ad Set to MUA JV ADS like that, and what I'll do with the Ad Set now is I will just call this MUA2018, not MUAJV2018 so I can run my customers and my affiliate ads and just keep them in the same ad set or the same campaign.

It's the MUA2018 campaign and within that MUA2018 campaign, I can have different Ad Sets. I can have an Ad Set for my JVs, an Ad Set for my customers, an Ad Set for retargeting customers, an Ad Set for retargeting JVs, an Ad Set for maybe promoting something else to customers after they buy, after they converted, but it's all going to be neatly contained inside the MUA2018 folder.

This is going to take a while for them to approve it. Sometimes, it takes an hour, sometimes it takes a day, but I hope you've enjoyed. I have done this before where I talk about how to create an ad. This is a quick one because to be honest with you, go back and look at the last video that I did which is who knows when it was, it might have been a few months ago, it might have been last year, where I did a video teaching you how to do a Facebook Ad.

This whole process might have looked different because Facebook changes this Ad Manager at least once or twice a week, there are different things done or moved around or just like over here.

These tabs are something new. You'll see your ads. You can literally segment everything with these tabs. That never used to be there, and it does make things a lot easier.

But as you can see, I've never even been to these pages, that's why they're giving me these pop ups because literally every time I log in here, this looks different.

I hope you've enjoyed this episode of My Unfair Advantage, and you know what? Listen, don't be afraid to run some ads, okay? You're not going to learn and you're not going to get traffic to your site unless you get in here and you just start poking around man and you know, connect your credit card account, throw \$20 at it, make an ad. What's the worst that can happen? You get a few clicks to your site. Maybe you didn't get a lot, but you learned a lesson and only cost you \$20, \$10, \$5, whatever you want to set that daily limit, you can set it for whatever budget.

But paying for traffic is a very powerful thing and it's very liberating as well. Once you know how to run ads and create your own traffic, you don't must depend on anybody, you don't must depend on affiliates, you don't must worry about going on events and all that stuff. All that stuff is just a bonus, and all that stuff just helps. I hope you enjoyed this video, and we'll see you in the next MUA video. Take care.



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