

## 3 Step Facebook Video Ad Series

As Facebook has become more saturated with ads it has become more difficult to reach your ideal client. The idea of a “one-off” ad is no longer useful as people need to develop trust and you need to develop authority on a specific topic.

Likely you have lots of content in blogs, videos, copy on your website, and marketing materials. You also have a wealth of knowledge that your target client would love to know about. Content doesn't need to be higher-level to develop authority, and in fact, most people like hearing the basics stated in a concrete actionable way.

This is where the 3-step video ad series comes in. By building authority over 3 different videos through education and by providing solid information, your client will gain trust in you and your ability to help their specific issue

### Video 1- The Problem

Video 1 is all about describing the problem. This video is usually between 2-4 minutes and uses client focused language. “Are you frustrated by a sharp pain around your knee cap that seems to move from place to place and keeps you from running distance?” or “How can some runners run pain free for a marathon training cycle while others are plagued by injury?”.

This video starts with a little “hook” and moves into some lite education on the problem itself. You might give some anatomy overview on PFPS, patellar alignment, or glute weakness. It is level 1 information to limit overwhelm and show you know your stuff.

After the education you will close with an intro to the next video. “That's it for today, I just wanted to give you some information to help you feel in control of knowing more about your injury. Keep a lookout over the next couple of days, I'll be making another video, where I'll describe an easy and quick tool to get you back running.”

### Video 2- A Quick Win

Video 2 is all about giving your ideal client a “quick win” by showing them a simple technique or drill that can START their journey. You are not trying to fix anything here, but instead further helping them develop trust. You are drawing on the idea of reciprocity by giving something to them first which will draw up goodwill in your clients to want to give you something back in return.

This video is 3-4 min. You can provide a quick recap of the previous information (20-30 sec). You want to start to help them envision their path forward to success and pain free movement. You can use priming and future pacing...”Once you get your glutes fired up, and practice a few simple running form drills, those trails will be all yours...first let me get your journey started

with a technique I've used with hundreds of runners...". You can close this video with a tease for the final video where you will describe "the exact secret" on your to get your client from point A to point B. This has to draw some intrigue to get them excited to spend another 3-5 min with you.

### **Video 3- The Transformation**

This is where you will describe how amazing life will be after using your "system" or process. You describe taking the worry and stress away knowing for sure exactly what's wrong, how to fix it, and having an expert guide along the way. This video is selling the transformation the client will have and providing the "ASK".

This is where you will send them to a link after the video to provide contact details for a free report on your "system" for treating \_\_\_\_\_. They will be sent to a landing page where they will put in their name, email, and phone number. From their you can nurture them into a free office visit or evaluation.

The key is that you only ask them to do something in video 3. There is no ask in videos 1 and 2.

### **Custom Audiences**

To give real power to this process you need to use "custom audiences" inside of Facebook. They will allow you to send video 1 to a specific audience, video 2 only to people who watched 10 seconds of video 1, and video 3 only to people who watched 10 seconds of video 2. By the end of video 3 you know you will have engaged and excited prospects.

Setting up a Facebook Pixel is important for tracking purposes. A pixel is like a sticker that follows someone around online. You can set up a pixel to work on your website and inside of FB. (you can ask for help from Facebook and any friends with experience with online marketing...Jarod Carter or Paul Gough to name a couple).

<https://www.facebook.com/business/help/314143995668266>

Once you have your FB pixel set up you want to create an audience specific to your "ideal client". You can refine your audience by age, location, interests, income level...the list goes on but you get the idea. Name your custom audience a simple specific name. This example is making a custom audience from people who have visited a specific webpage where your pixel is located.

[https://www.facebook.com/business/help/1474662202748341?helpref=faq\\_content](https://www.facebook.com/business/help/1474662202748341?helpref=faq_content)

You now have a custom audience created and can set up your first ad set and ad.

**Ad 1** --For your first ad you are going to use the “video views” as the goal of the ad. For simplicity, you can use the “guided set up” to lead you through the steps. By selecting video views Facebook will track who has viewed your video and for how long.

**Ad 2-** You will set up it the same way, except this time you will use the custom audiences tab and select “people who have viewed at least 10 seconds of your video”. This will then only show video 2 to the people who viewed your first video. This significantly increases the likelihood that people will engage with your second video since they already watched the first one. It helps to narrow your audience and reach the most important people to your ad.

**Ad 3-** You will set up the 3<sup>rd</sup> ad and can choose “website traffic” or “leads” as the goal of this ad since you will be sending them to an opt-in page. You will still use the video views as the custom audience as in ad # 2. Just put in your landing page URL to the destination of those who click the link or video.

**Videos** – Place the videos into the ad directly from a file on your computer instead of a YouTube video. Often YT videos won’t “autoplay” in the FB feed limiting your chances of a client becoming engaged with your video. Subtitles also make a big difference in video views. You can use a transcription service (Facebook does a decent job but you need to edit it) or do it yourself although it can be time consuming.

This process will help you further define your ideal client, get to know what their interests, fears, worries, wants, and desires are and help you define your unique selling proposition. Video is awesome for engaging your audience and they will love learning from you in the process.

If this is all overwhelming and you get lost trying to figure out the ins and outs of Facebook, there is plenty of help out there. The key is to take the first steps and get some videos created!!

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