

INTENT BASED MARKETING

The Newest Way To Get Customers
From Social Media

...An Overview Of The Latest Intent-Based Marketing Model

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Dear Friend

The intent of this report is to demonstrate a new way to get customers from the internet – regardless of your business type. This is a quick and practical guide that you will likely refer back too many times.

You're about to embark on a journey to learn about the developing marketing concept called "Intent Based Branding".

In this document, I'm going to share some of my own ad results that will surprise you and they are very recent as well.

Here's why I'm excited to share this concept with you and why it's working so well:

You know the biggest brands on the planet, right. Like Coke, Apple, Att. They were all built using traditional ads ... specifically on Television and

in print.

TV ads are and will always be super expensive ...and most people ignore them.

HOWEVER, ... what business owner has thousands and thousands of dollars to buy the kind of exposure that “traditional ads” can provide and try to become a household name. *The problem is that nobody has a few billion laying around to do this with. This is no longer a problem because ...*

Television and print have been effectively replaced by Social media networks like Facebook, Instagram, and YouTube At least in terms of what people actually pay attention to.

More people will see you on Social media than they ever would by being on TV or in the newspapers ...and you can do it for fractions of pennies on the dollar. (See actual campaign results below)

And this is huge!! You can advertise *only* to people who have demonstrated an interest in your product ...therefore saving even more money and increasing your odds of success even more. (See specific example below.)

There are two simple steps.

Here they are and then I'll explain them.

Step 1: Show people video content that is ONLY interesting to people who probably want what you sell. A novel idea, I know.

Step 2: If they watch any of it, retarget them with ads that sell stuff. Yes. That's a very simple explanation so let's go deeper.

Phase One: How to Get Total Strangers To Tell You They're Interested In What You Sell.

This is done with simple video ads.

Many internet marketers have spent (literally) millions of dollars on video ads, only to find that low-tech “home-made” video ads that are shot on your phone actually work BETTER than fancy looking high-production videos.

The quick and simple thing to do in phase one is to make a video that would ONLY be interesting to people who are likely to be interested in your product or service.

We want the video to be totally uninteresting to anyone else.

Hence the ONLY reason someone would watch the video would be because they’re most likely interested in what you have to offer.

Think about how you got here. To ask for this report.

It’s very likely, the first thing you ever saw from me was a video about marketing.

Well, nobody would watch a video on marketing unless they’re interested in marketing.

After you watched it, you were in phase two ...where I started showing you ads that were actually designed to get you to do stuff (like get this report!)

We’ll talk about the “ads that get people to do stuff” part in a minute, but first let’s talk about why phase one is so powerful and how it can set you up for lasting success:

Like I said before, the biggest brands on earth were mostly build from TV and newspaper ads. You can probably still hum a few jingles from Coke commercials.

In today's world, *your smart phone is the new TV*. Think about it, you can get all the news and entertainment in the world on our phone. Anytime and anywhere.

And here's why... it comes down to the fact that your phone is the new TV.

Think about this, you might even be reading this on your phone. But if you're not, I bet your phone is within reach.

You might have even checked your phone while you're reading this. It's normal.

We never leave the house without our phones. Many people (myself included) sleep with the phone next to them or on the night stand.

And what do we do when we're looking at our phone?

We're either watching videos of stuff on social media or You Tube, or we're looking at social media posts.

Research shows, that's the majority of activity when we're "checking our phone."

So, here's the way it works.

If the phone is the new TV, then Facebook, Instagram, and YouTube are networks on that TV.

When you run video ads on social media, they are basically like TV ads that are shown on those networks.

Your brand is like a TV channel. Let that sink in. It's your channel.

So, when people start watching your stuff, it's like watching the "You" channel.

Social media advertising, especially on your phone, is the single biggest opportunity in the history of advertising.

The reason is simple. We can get everybody's attention for pennies on the dollar than what it used to cost.

Here's why...

I did a little research online when I was preparing to write this.

Costs often range from \$200 to \$1,500. Your **commercial** may **cost** you even more if you want to advertise during popular evening viewing times – like between 6 and 7 PM. In comparison, Adage found that a nationally-broadcast spot for a **commercial** of the same length **cost** around \$115,000 this year. Nov 25, 2019

By the way, the reason there's such a big price difference is because it depends on where you are in the country, how big of a market you're running the ad to and what time of day.

So, if it's in the middle of the night and slap-dab in the middle of nowhere, where there's a population of three people, it's going to be closer to the \$200 or sometimes less.

If you're running something in New York City in prime time, it's going to be closer to \$1,500 or more.

Number one, you cannot target your desired market on TV, well at least not cost effectively.

Number two, when somebody watches a TV ad, it's over. You cannot show them a second ad or send them more information.

There is no ability to retarget those viewers like you can on the internet. I'll show you how that works in a minute.

Social Media v Television

Now, have a look at this compared to social media advertising.

Check this out, this is a video ad that I created for Facebook and Instagram.

This is a “Phase One” ad.



The whole purpose of it is to get a business owner watch the video and identify themselves as being someone who might be interested in the stuff I sell. They are showing “intent” behavior here.

It’s just over 5 minutes long. (Which is the equivalent of several back-to-back TV spots)

Now, when you run a video ad on Social, you're really only paying when people see the ad if you're doing it right.

So, keep that in mind.

Plus, when you define the target audience, you can get really specific about who you show the ad to. *And that’s important because it further increases your chances of success when you do it right.*

Here are the stats from this week for the ad above.

On May 23rd, 2020, I spent \$21.35 showing this ad to total strangers who don't know me.

I targeted people who are interested in several of the marketing gurus like Tony Robbins, Gary V and Frank Kern. And who probably have a business.

Here are the numbers for that one day:

Total Spend: \$21.35

Total people who watched 100% of the video: 72

Cost to get a targeted person to watch an entire five minutes and 42 second commercial about me: \$.297 CENTS. (and the best ad set was \$.10)

Reporting Starts	Reporting Ends	Campaign Name	Amount Spent (USD)	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Average Cost	Video Plays
2020-05-23	2020-05-23	Best Pay Day - Rober	\$1.87	10	5	5	5	5	\$0.374	282
2020-05-23	2020-05-23	Best Pay Day - Tony	\$1.89	9	2	2	1	2	\$0.945	312
2020-05-23	2020-05-23	Best Pay Day - Grant	\$1.96	14	12	8	7	7	\$0.280	370
2020-05-23	2020-05-23	Best Pay Day -Jim Rc	\$1.87	8	6	5	4	4	\$0.468	258
2020-05-23	2020-05-23	Best Pay Day - Gary V	\$1.91	10	7	6	6	6	\$0.318	352
2020-05-23	2020-05-23	Best Pay Day - John	\$1.91	7	4	4	4	4	\$0.478	317
2020-05-23	2020-05-23	Best Pay Day Entrepr	\$1.92	13	8	7	7	8	\$0.240	317
2020-05-23	2020-05-23	Best Pay Day - Richa	\$1.97	10	7	7	7	7	\$0.281	328
2020-05-23	2020-05-23	Best Pay Day - Person	\$2.01	14	8	8	6	6	\$0.335	379
2020-05-23	2020-05-23	Cold OST Frank Kern	\$0.67	7	6	5	5	5	\$0.134	81
2020-05-23	2020-05-23	Cold OST Personal de	\$0.77	7	5	4	4	4	\$0.193	132
2020-05-23	2020-05-23	Cold OST Business Ir	\$0.96	9	6	5	3	3	\$0.320	147
2020-05-23	2020-05-23	Cold OST Marketing S	\$0.80	12	11	10	8	8	\$0.100	117
2020-05-23	2020-05-23	Cold OST Tony Robbi	\$0.84	7	5	4	3	3	\$0.280	103
			\$21.35	137	92	80	70	72	\$0.297	3495

Let me ask you a question:

Which is a better deal?

Pay a TV network between \$200 and \$1,500 to show a 30 second ad ONE TIME to a bunch of totally un-targeted people who probably won't see it in the first place, or ...

Pay Facebook \$.297 cents to get a targeted person to watch an entire

video about your business.

Obviously, it's the second answer.

THE BIGGEST BRANDS IN THE WORLD WERE BUILT USING TV ADS AND IT COST THEM BILLIONS.

We can reach more people, with better targeting ...for pennies.

Phase Two: Show The People From Phase One **Retargeting** Ads That Are Designed To Sell Them Stuff.

OK so let's make sure we understand the ads in phase one.

First, you use specific targeting options to *only* show the ads to people who are most likely interested in what you sell.

Second, the ads themselves are meant to be totally boring and terrible to everyone else *EXCEPT the people who are really interested in what you're selling.*

This is super important because the whole purpose of phase one is to create what is called a "custom audience" in Facebook. These are the people that watch your video. And now, you can RE-TARGET them with your Phase Two ads.

We call this your "warm audience" and Facebook automatically keeps track of them for you. It is called a custom audience.

You don't have to do any techie stuff or anything special ...all the social media networks keep track of this viewers for you automatically.

Your warm audience can be one of the single most valuable assets in your business.

...Which is why you ONLY want it to be full of people who are actually

interested in “your type of stuff”.

The image shows a screenshot of a sponsored social media post. At the top left is a profile picture of a man in a suit, followed by the text 'Sponsored' and a globe icon. To the right is a three-dot menu icon. Below this is the text 'If you sell ANYTHING online, you NEED this book!' with a small icon of a book. Underneath is a small dash '-' and the text '...See More'. The main content area features a white background with the text 'Get This Book. It Works.' on the left and a yellow book cover on the right. The book cover has the title 'CONVERT 2.0' in large black letters, and below it, in smaller text, 'How To Create Internet Campaigns That SELL!'. At the bottom of the ad, there is a grey bar with a white box containing the text 'New Book Reveals How To Create Internet Campaign...' and a button labeled 'LEARN MORE'.

...Which is why I’m ranting on and on about how you deliberately make your Phase One ads totally boring to everyone except the people you actually want to sell to.

Cool?

So here’s the deal.

Every day, I’m adding THOUSANDS of people to my warm audience by showing them ads like the one above. And as you can see, I’m doing it for peanuts.

Over time, that audience has gotten pretty big.

They've gotten to know me because I'm always showing them more stuff and most of it is helpful (like this report!) My associate gets these results for a book. His Phase Two ads that sell stuff work really well.

Here's an example:

This is a "Phase Two" ad. There's no video. It's a regular ol' classic ad.

The goal of this ad was to sell his book.

And he only shows this ad to people who watch his phase I videos just like I showed you.

So, in order for the ad to work, people have to do three things:

Read the ad (this is called "engagement" in advertising terms.)

Click on the button and go to my website.

Actually, buy stuff.

Here's the breakdown for this particular ad on March 18, 2020: Amount spent: \$23.29

Total clicks to my website: 40 (This means I paid 58 cents for someone to actually read the ad, become interested, and visit my website.)

Total sales:

<div style="display: flex; justify-content: space-between;"> CONVERT BOOK FACEB... STEPS STATS CONTACTS SALES SETTINGS </div>									
		EARNINGS PER CLICK		GROSS SALES		AVERAGE CART VALUE			
		\$7.69		\$1,461.80		\$487.27			
		Starting Mar 18, 2020		Ending Mar 18, 2020					
	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
Optin	190	131	0	0.00%	-	-	-	-	-
> Order	24	23	3	13.04%	3	13.04%	\$70.80	\$2.95	\$3.08
> ↑ The Close	5	4	1	25.00%	1	25.00%	\$297.00	\$59.40	\$74.25
> ↑ Video Black Box	4	2	1	50.00%	1	50.00%	\$97.00	\$24.25	\$48.50
> ↑ Legacy2	1	1	1	100.00%	1	100.00%	\$997.00	\$997.00	\$997.00

\$1,461.80!

Are you freaking kidding me??

That really happened but in full disclosure, he just got lucky that day.

If you look closely, he sold three copies of the book.

One customer ended up buying ALL of the upsells in his shopping cart and that's why the sales figure is so high.

He's been selling this book for years and as you can see from the screenshot below, the average customer typically spends \$48.24 with him when they buy the book.

CONVERT BOOK FACEB... 🔗 📄 📧 🔍 ☰ STEPS 📊 STATS 👤 CONTACTS 📦 SALES ⚙️ SETTING

Funnel Updates
The order of funnel steps was updated within the selected date range (changed on 2019-08-29 07:26:03 -0700).

EARNINGS PER CLICK **GROSS SALES** **AVERAGE CART VALUE**
\$2.84 **\$525,734.20** **\$48.24**

📅 Starting Sep 30, 2017 📅 Ending Mar 18, 2020

	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
✉️ Optin	184,868	134,400	0	0.00%	-	-	-	-	-
> 🛒 Order	60,850	45,156	13,119	29.05%	10,898	24.13%	\$162,623.20	\$2.67	\$3.60
> ⬆️ The Close	15,020	11,644	784	6.73%	588	5.05%	\$174,636.00	\$11.63	\$15.00
> ⬆️ Video Black Box	11,593	8,980	632	7.04%	555	6.18%	\$53,835.00	\$4.64	\$5.99
> ⬆️ Legacy2	8,073	6,466	263	4.07%	109	1.69%	\$108,673.00	\$13.46	\$16.81

So, a “normal” amount of sales for that day would have been around \$144.72.

It’s just a lucky coincidence that his stats from Thursday, March 19th and happen to be ridiculously good.

But the point is (and I think you’ll agree) ...**INTENT BASED MARKETING WORKS.**

Important Stuff To Make This Work Right:

I promised to keep this brief so I won’t go into too much detail ...but there are two main categories of focus you need to have:

Before the click:

This part covers what your videos say. How you position yourself in the market. What your ads look like, and basically ...HOW YOU BRAND YOURSELF.

This is critical because you can actually influence the way someone feels about you before they ever even see any type of sales pitch from you.

The “Branding” part is what companies spend billions of dollars to get right.

And there’s a formula to it.

After the click.

This is (you guessed it) everything someone experiences once they go to your website.

This isn’t just limited to your website itself ...but the entire sales process.

It includes your emails, your overall sales model, everything.

If this part isn’t right, all the work you did in getting someone to finally consider doing business with you was wasted.

If you’d like to brainstorm some ideas on how to implement this stuff (and make sure the “after the click” part of your business is working like it should), I’m happy to help.

You can book a complimentary consult with my office and we’ll spend about 30 minutes taking a look at what you’re doing, what you want to accomplish, and give you the best help we can in terms of what you should do.

This is free but there is a catch.

We only do this for EXISTING BUSINESSES. We're not very good with startups.

Our strength is in taking businesses from doing "OK" to doing exceptionally well, fast.

If you'd like a "sample" of how we do that, go to SchmitzClients.com and pick a time that works for you.

Thanks so much for reading this and I hope it helps!

Peter Schmitz