



Trafficality

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5 Ways to Dominate Your Chiropractic Competition With Facebook Targeting

If you want to beat your competition, or just best your own records, there are a number of specialized techniques you can use to increase your sales and sometimes even double or triple them using Facebook's targeting features, **SPECIFICALLY** if you are an ecommerce site!

TARGET, TARGET AND TARGET AGAIN



Facebook has revolutionized everything by allowing us the ability to specifically target those who may be interested in our products. While Google's Adwords platform delivers ads to people searching for specific subjects, Facebook delivers ads to people who have shown *interest* in specific topics.

There are several ways to target. You can target prospects based on interests, job title, age, employer and on and on. Additionally, for certain categories, Facebook allows you to target even more specifically. For instance, one of my clients sells items for maintenance, repair and

operations and Facebook actually had a targeting option for those who had already purchased items like these. How cool is that?

For chiropractors, some obvious targets would be athletes, those interested in back pain, those interested in lower back issues, those interested in chiropractic and so on.

Detailed Targeting INCLUDE people who match at least ONE of the following

Back Pain | Browse

Back pain	Interests
Low back pain	Interests
Cure Back Pain Network	Interests
Pain relief	Behaviors
Coming Home (New Found Glory album)	Interests

4,862,780 people

Interests > Additional Interests > Low back pain

Description: People who have expressed an interest in or like pages related to *Low back pain*

Update

UPON TARGETING, COMMENCE RE-TARGETING



Re-targeting allows you to reach people who have ALREADY shown interest in your website or product. By using what is called a Facebook Pixel which is a small piece of code on your website, you can keep track of people who have already visited your website and then deliver ads to them on Facebook.

This is a great way to follow up with those “warm leads” you have already come into contact with once, who may simply have not pulled the trigger.

One great way to use this feature is to re-target those who have visited a certain page on your website, like an appointment page, but who have NOT made an appointment. You can then offer them a special incentive to get them to go ahead and make that first appointment to get the ball rolling!z

VIDEO MARKETING



Do something that can't be done on Google Ads and ESPECIALLY not with print ads. Video allows you to connect with your audience in a very personal way and a personal connection can make all the difference in the world, especially if you are providing value to your audience.

You can set yourself from your competitors with the magic of video! Make sure you provide value to your viewers with content that endears them to you! You might entertain them or give them knowledge that helps them. If you do it right and combine your video with a landing page and offer, you can turn viewers into fans and fans into leads and leads into clients!

CONVERT THE MASSES WITH CONVERSIONS PAGES!



One of the mistakes so many make with Facebook ads, is putting their information out there without cultivating a conversion! We all know that “branding” campaigns are for companies that have a LOT of money to throw out there and hope for the best. I don’t know about you, but I don’t have money to waste on a “branding” campaign. I need at least SOME sort of conversion.

With Facebook, this is done with a converting landing page. DON’T send your Facebook clickers to your website home page! There is too much there to DISTRACT them and lead them away from your offer.

You should have some type of offer whether it is providing information in exchange for an email address, or it’s a coupon/offer which can be redeemed. Don’t waste the click!

LOOKALIKE AUDIENCES & CUSTOM AUDIENCES



Custom audiences are such powerful ways to reach out to specific interest groups and there are a few ways you can monopolize on this tool. One way is to literally upload your email list into Facebook so that Facebook can process it. Once it is processed you can use this custom audience to create specific Facebook ad campaigns targeting those in this custom audience. So, if you have a group of customers who are specifically into widgets, you can segment this group out and run an ad campaign dedicated to that new widget you just got in stock that will blow their mind.

Why wouldn’t you just email them this info? Well, one of the reasons you may want to use Facebook for this task is the viral nature of posts. If you create a solid post and leave the post up long enough, you will start gaining traction via likes, comments and shares. The more likes comments and shares you get and the more you interact with them, the more powerful this post becomes. Interaction means interest!! In fact, while ad testing is crucial, with Facebook, it has to be done carefully. It’s like cutting wood. Better to measure once and cut twice. It’s better to create a great ad first so you don’t have to take it down once the engagement kicks in.

Beyond an imported custom audience, you can also create audiences based on your Facebook pixel! For instance, you can have everyone that visits your new widget product page put into a custom audience. Then, you can add THAT custom audience to the audience mentioned above creating a sort of synergy between your current customers and any new ones that show up on the site. So many possibilities!!!

Once you have created ANY custom audience, you can THEN create a LOOKALIKE audience!! You essentially tell Facebook to look at your custom audience and then go out and find everyone on Facebook who is similar to the people in your custom audience. Facebook's system looks to see what the common threads are with everyone in your audience and then goes out and find all of the copycats and puts them into a lookalike audience. You can then use Facebook's targeting system to narrow things down EVEN FURTHER!

CONTINUED BELOW...

SO MUCH FACEBOOK GREATNESS!

My friends, when it comes to Facebook, there really are so many cool and exciting options and the **VERY GOOD NEWS** is it won't cost you an arm and a leg to utilize these powerful tools.

Trafficality is specifically focused on helping Chiropractors harness the power of Facebook targeting and retargeting to grow and expand their businesses.

With over 15 years direct and practical ecommerce experience (starting and growing our own businesses from scratch), we love helping businesses grow with Facebook!

If you would like to do a quick 10 minute “Triage” call to see if we might be able to help your business, please contact us!

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