

eCom Flips

Get 5x7 MORE from Your Store

BART DEBLOCK
IVANA BOSNJAK



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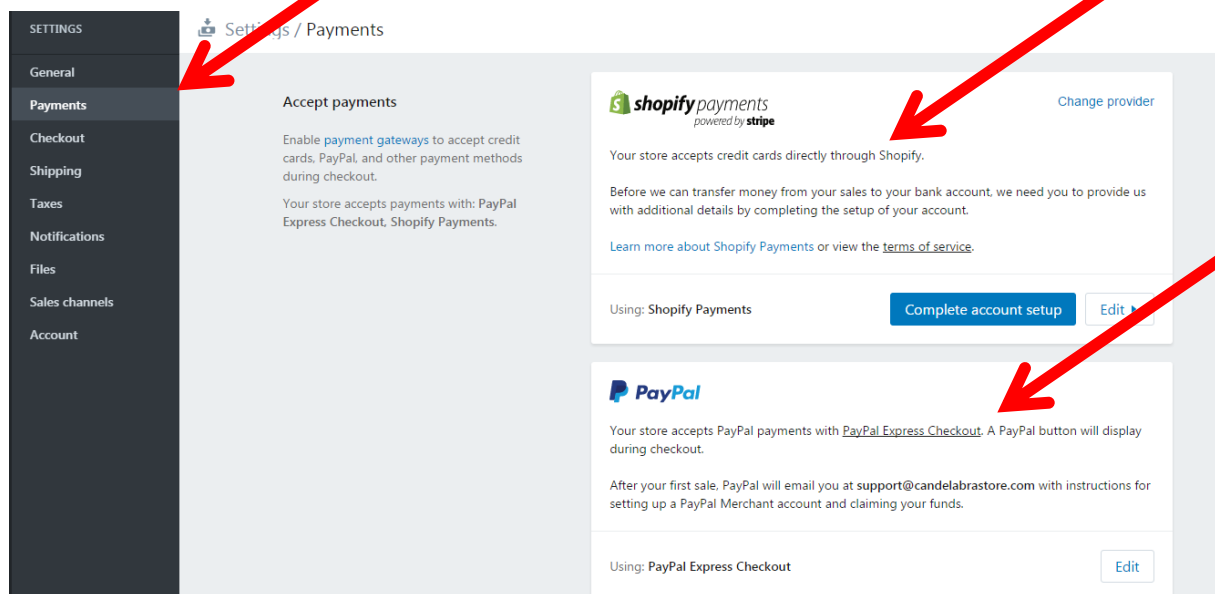
Truth be told, sites that have proven sales record can make you a LOT more money!

In addition, when you promote these sites using the methods we are about to share with you, YOU will make a little extra money from each sale!

Keep in mind, YOU don't have to get MANY sales. 15 -20 sales per store will do just fine. Enough to show that items in that store can be sold!

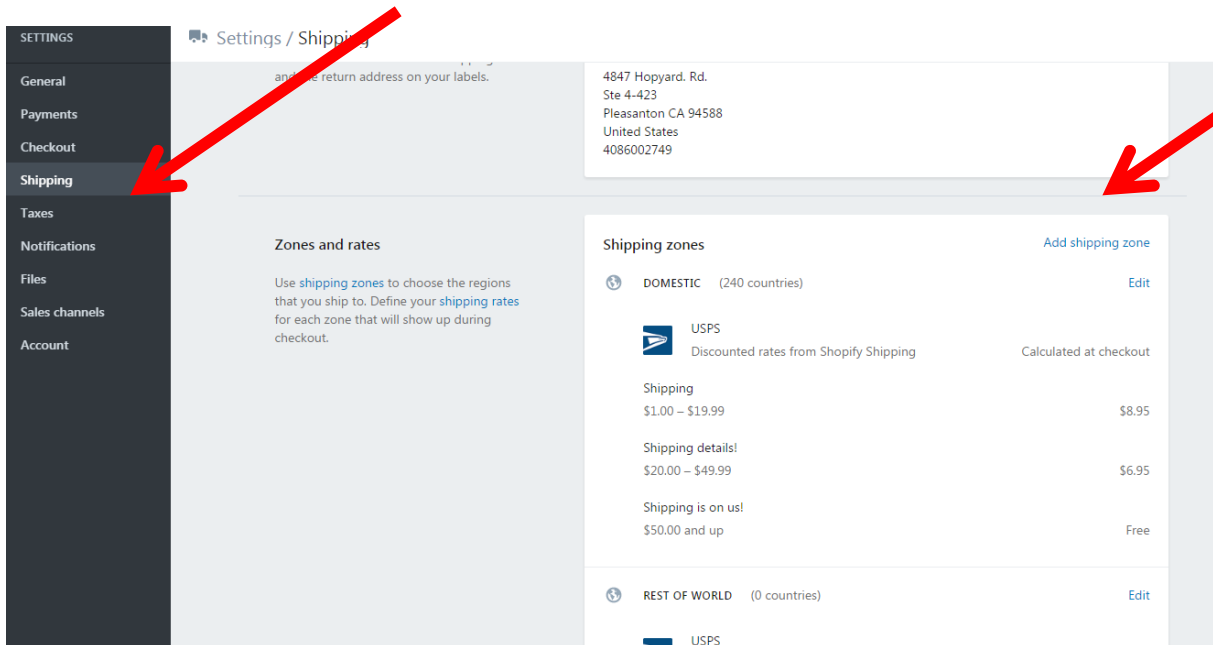
So, before we continue, there is something you need to do in order to accept orders.

First, if not done yet, you need to activate your payment processing option!

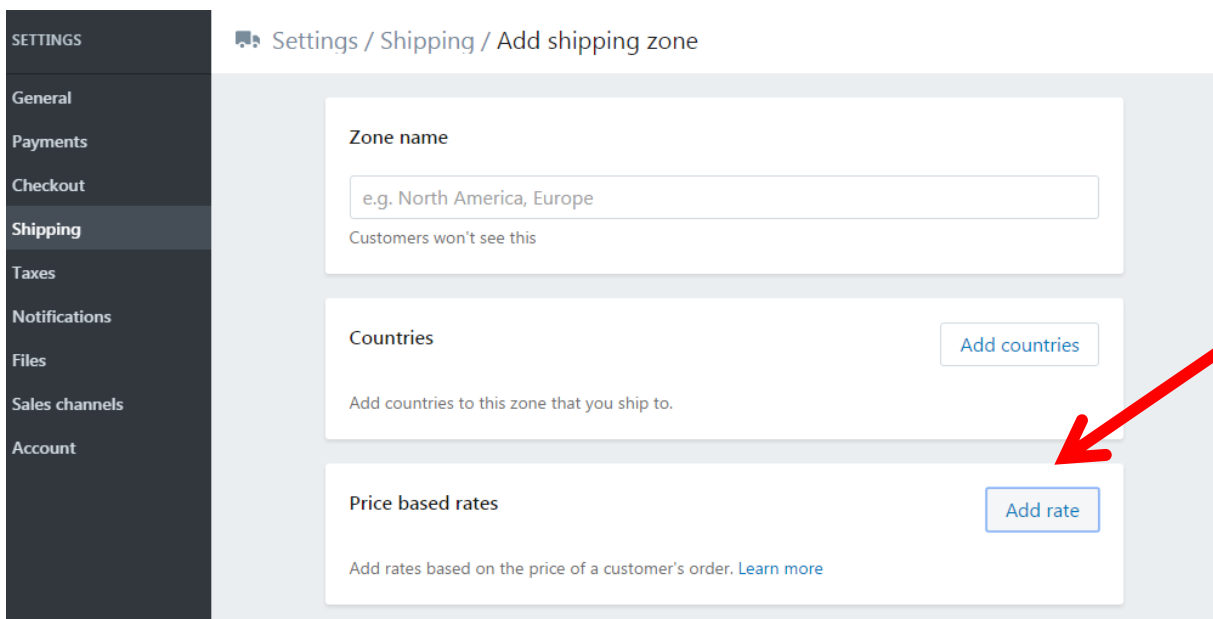


Second, you need to add shipping preferences.

You do that by going to shipping, add shipping zone!



Inside, you are going to go to price based rates! And add a rate!



First select ALL countries! (so it can ship to all)

Second, let's say your store is offering free shipping on order over \$50!

You need to go over to price based rates. Click on add a rate

And add shipping such as illustrated in this image below:

Settings / Shipping / Domestic

The screenshot displays the 'Domestic' shipping zone configuration. It includes a 'Zone name' field set to 'Domestic', a 'Countries' list with an 'Add countries' button, and a 'Price based rates' table with an 'Add rate' button. Red arrows highlight the 'Add countries' and 'Add rate' buttons.

Countries

Country	Action
Afghanistan	×
Aland Islands	×
Albania	×
Algeria	×
Andorra	×

[Show all countries](#)

Price based rates

Name	Range	Rate amount	Action
Shipping	\$1.00 – \$19.99	\$8.95	Edit ×
Shipping details!	\$20.00 – \$49.99	\$6.95	Edit ×
Shipping is on us!	\$50.00 and up	Free	Edit ×

Once that is done, you are ready to promote your store!

We are going to show you how to QUICKLY get some sales without having to drive TON of traffic to your stores!

INSTAGRAM

What is this trendy thing called "Instagram" that all the cool kids seem to be into lately? It's only been around for a few years, quietly picking up traction mostly thanks to everybody's new obsession with mobile photography, so don't feel embarrassed to ask if you have absolutely no clue what it's all about.

AN INTRO TO INSTAGRAM

Instagram is a social networking app made for sharing photos and videos from a smartphone.

Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.

When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users who you choose to follow.

Pretty straight forward, right? It's like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and private messaging.

DEVICES THAT WORK WITH INSTAGRAM

[Instagram](#) is available for free on [iOS](#) and [Android](#) devices.

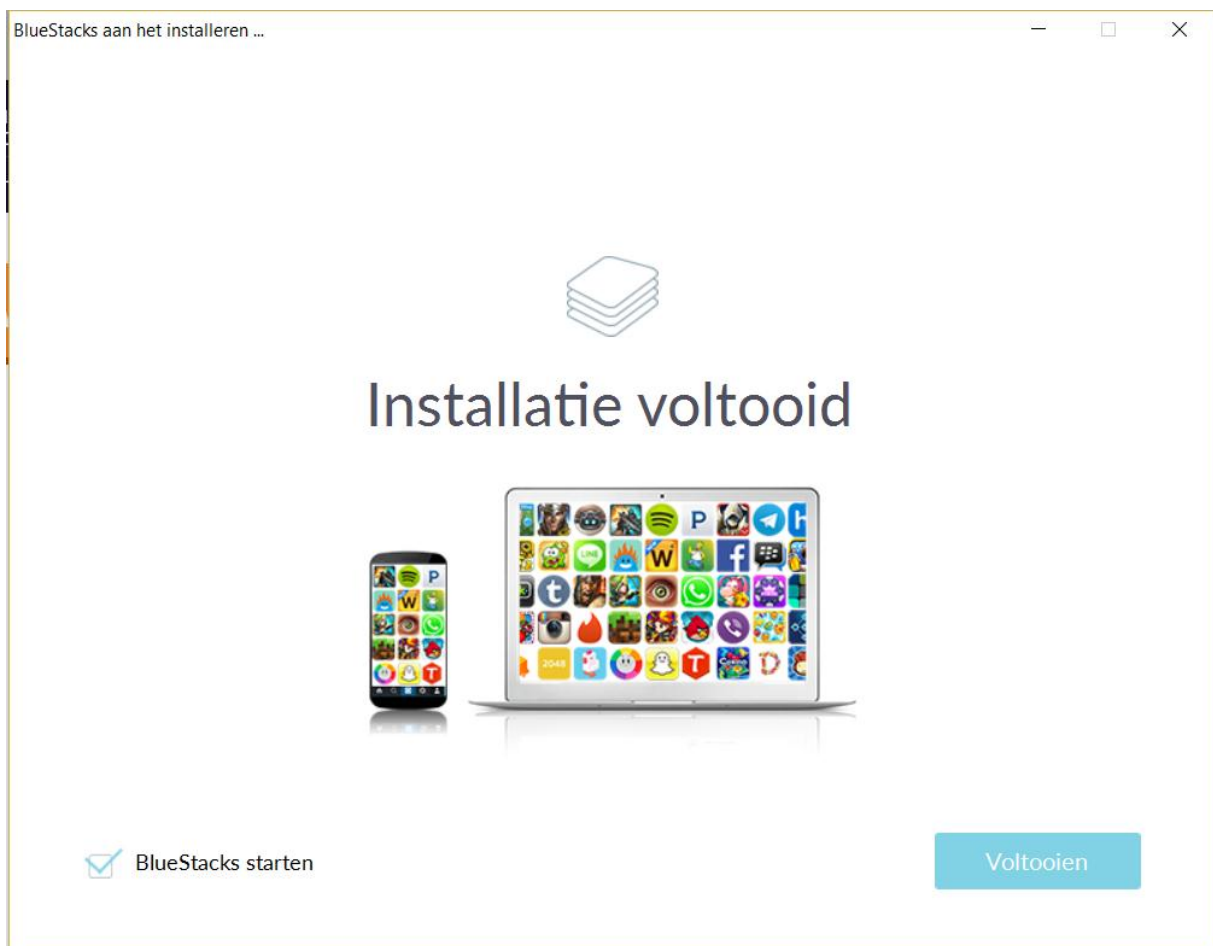
Instagram is an app made for smartphone so when you go to the website you are limited to make changes and add things.

But with an easy install of an emulator we can run apps especially developed for phones on our desktop.

Go to [Bluestack.com](https://www.bluestack.com) and click the download button.

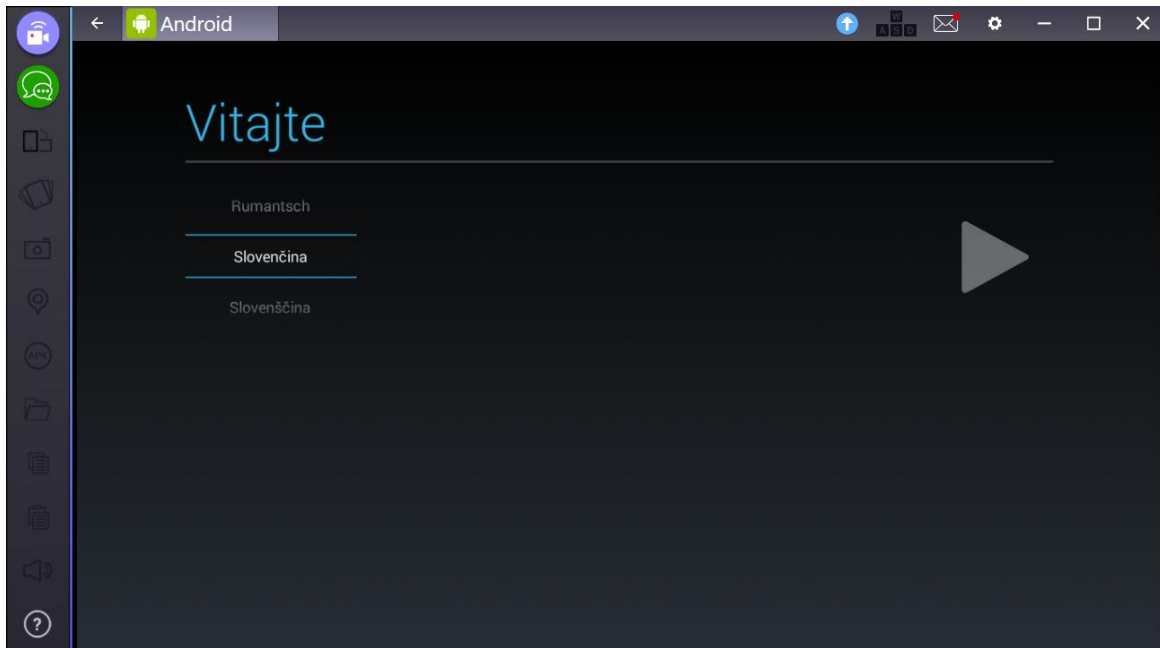
DOWNLOAD INSTAGRAM ON PC

Now unpack and install the software.



Click on proceed.

Create an account with a Gmail address.

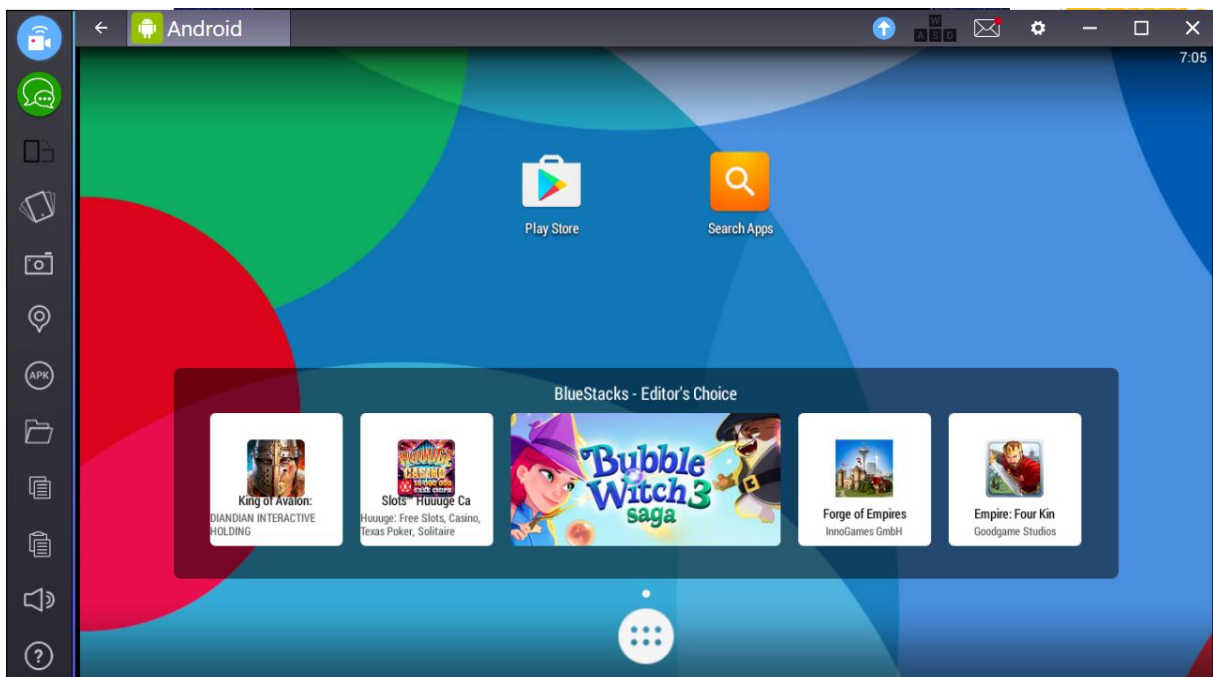


Pick your language and click the arrow.

Sign in with your Gmail.

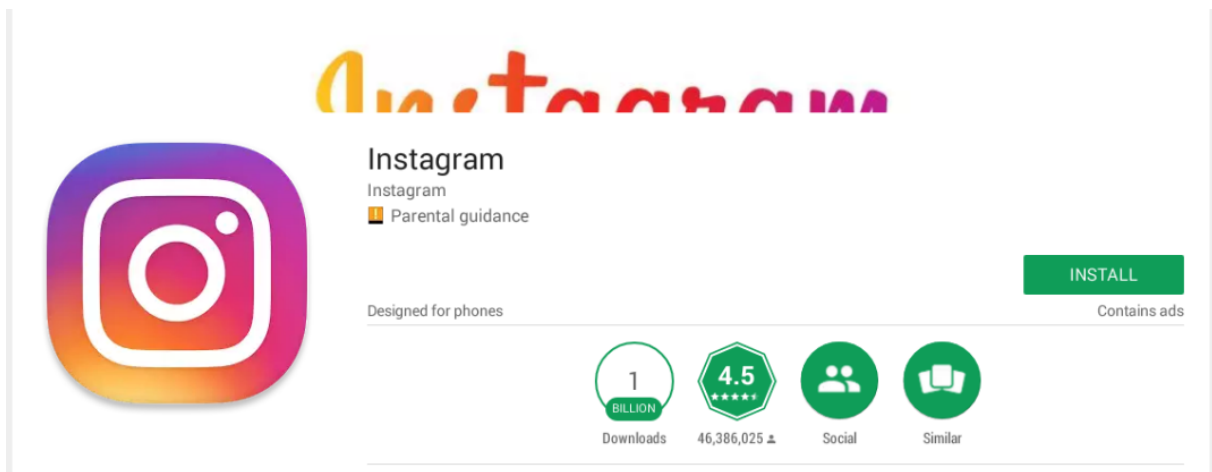
Click 'Ok'

“Proceed”



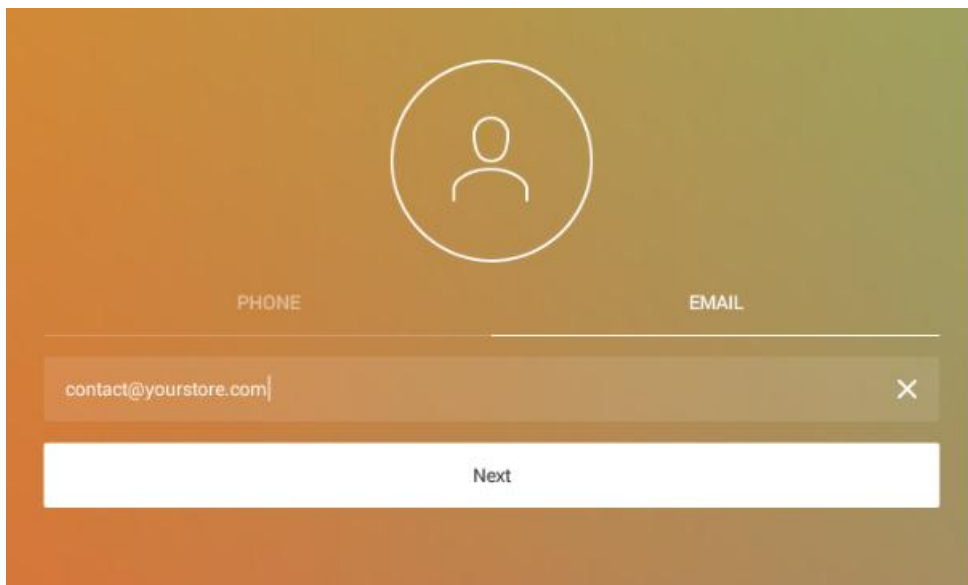
Click Search apps and look for Instagram.

Click the icon.



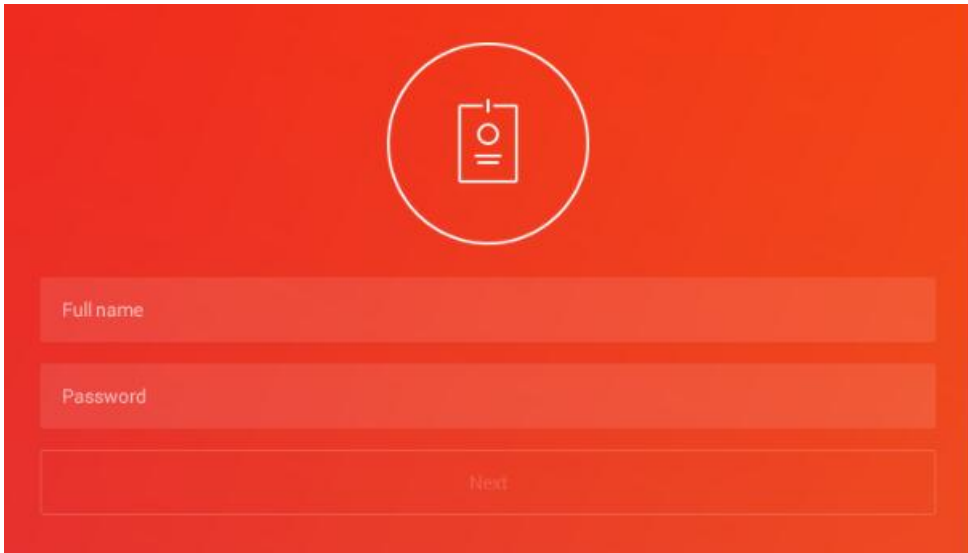
And install. Accept. Open.

Click "Sign Up" – "Email"



Create that account with your contact@yourstore.com email address (or similar). If you sell this later on, your social accounts are easily transferred.

Click "Next"



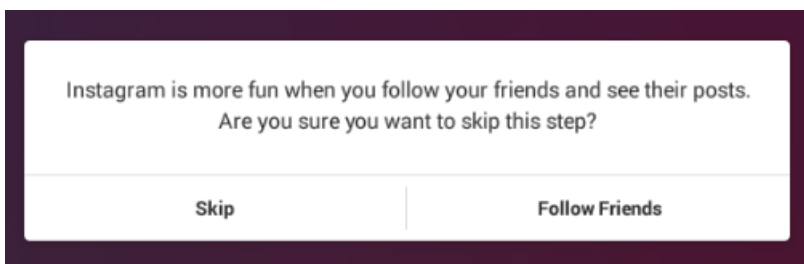
Try if your store's name is still available as full name.

Click next to see if it's still available. If not try something related. Click proceed.

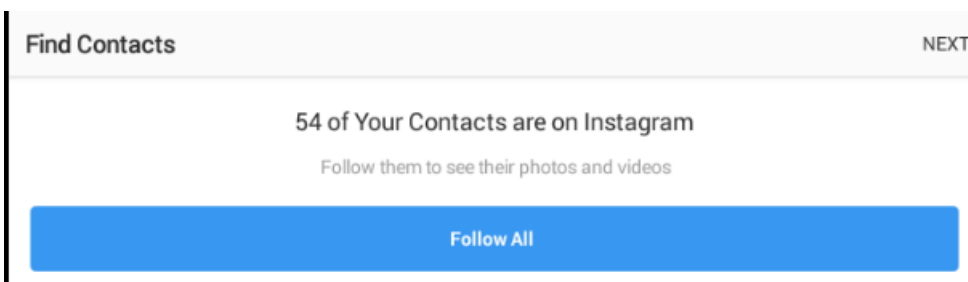
Skip connecting.




Skip again.

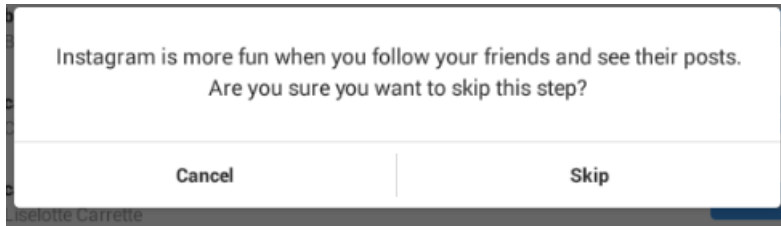


Skip again by clicking on next.



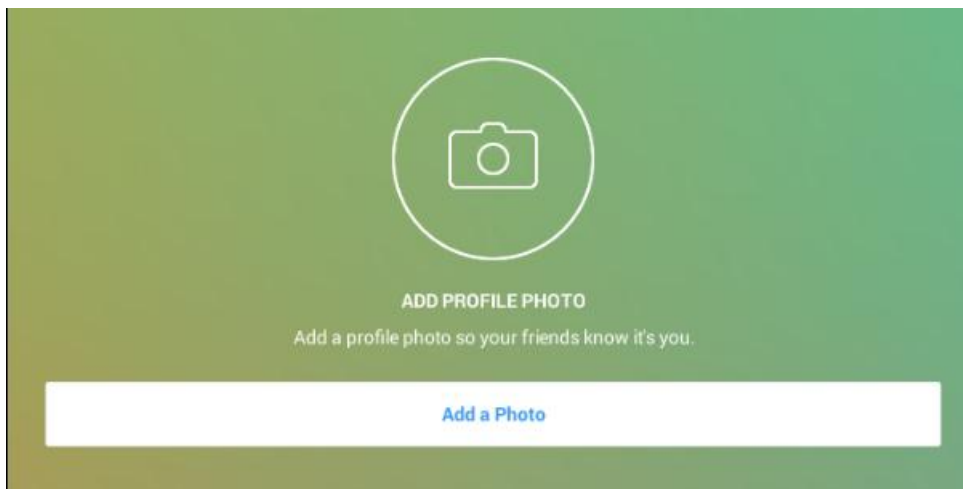
And ...

Skip once again .

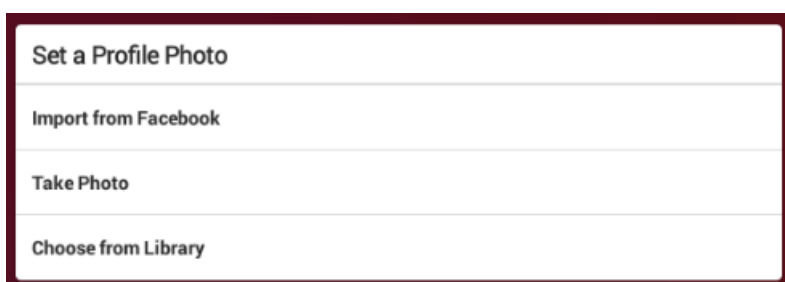


Finally we can start.

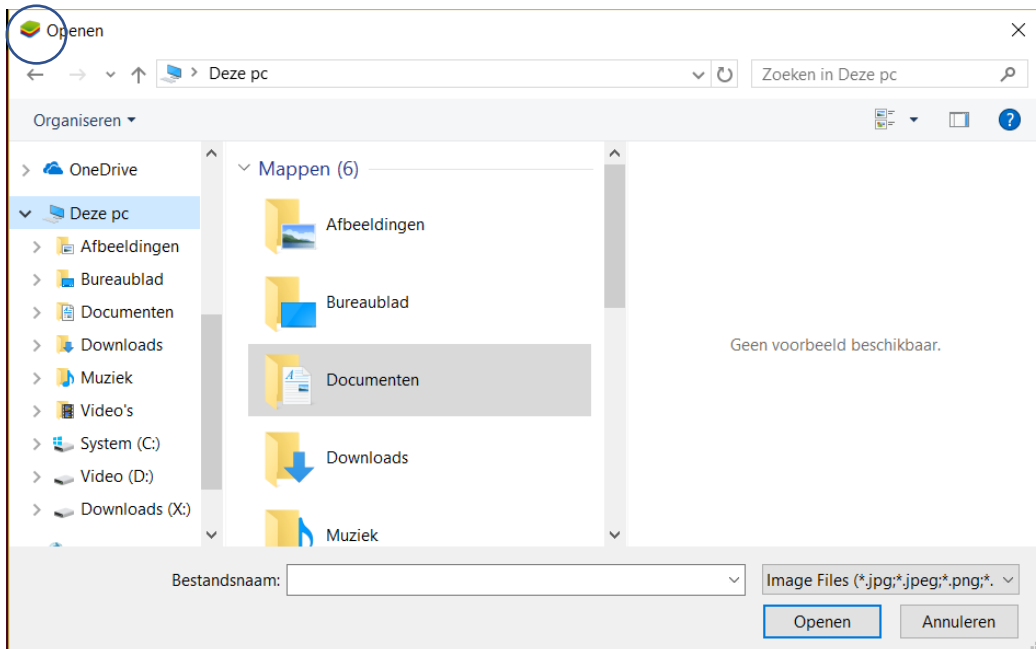
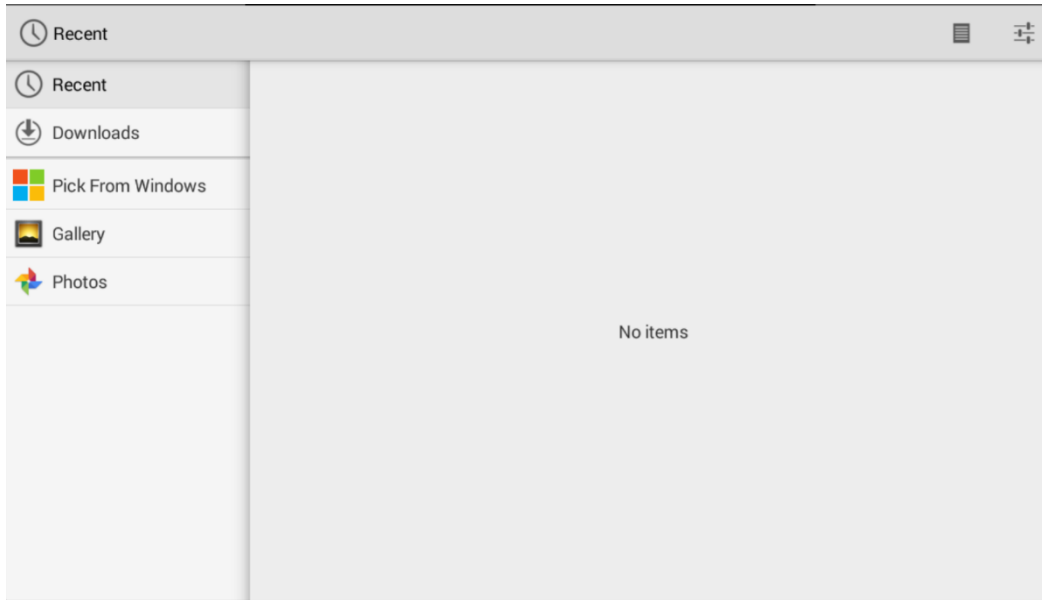
Add a profile photo. Click “add a photo”



Click “Choose from library”.

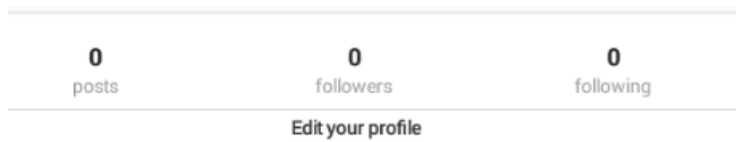


And “Pick from Windows”



Now you are able to upload any picture from your desktop.

After you've chosen the perfect profile picture. Click on “Edit your profile”.

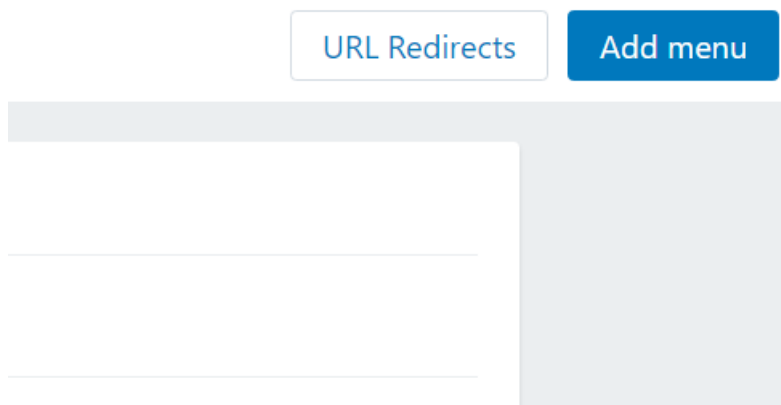


Add the link to your website in your profile and write a description. Use the description to talk about your store. And invite people to come and check out your store.

Your website link can easily be changed. As a matter of fact, every time we promote a product the direct link to that product should be placed here. Like this you avoid that people don't find a specific item on your store and click the "x".

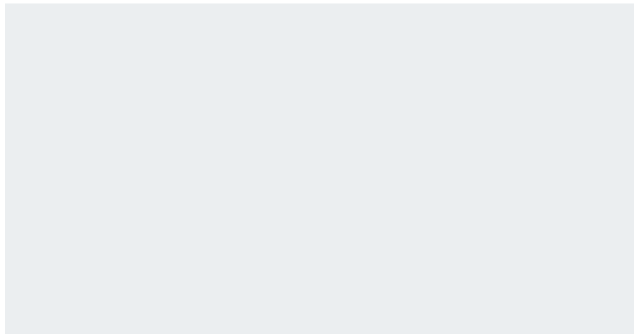
"Knowing that you should now that it's possible the redirect URL's in Shopify."

If you go to your store. Click on "Online Store" and "Navigation".



Click on "URL Redirects" and "Add URL Redirect"

Add URL redirect



And you can make a link looking like this.

[Yourshop.com/awesome-48-deal](#)

Old path

E.g. If the old URL was wearables-trend.myshopify.com/shirts, enter /shirts.

Instead of

[Yourshop.com/collections/women/tshirt/blue-with-yellow-dots-and-orange-stripes-very-original-and-unique-something...](#)

Redirect to

E.g. /collections/shirts or http://www.example.com

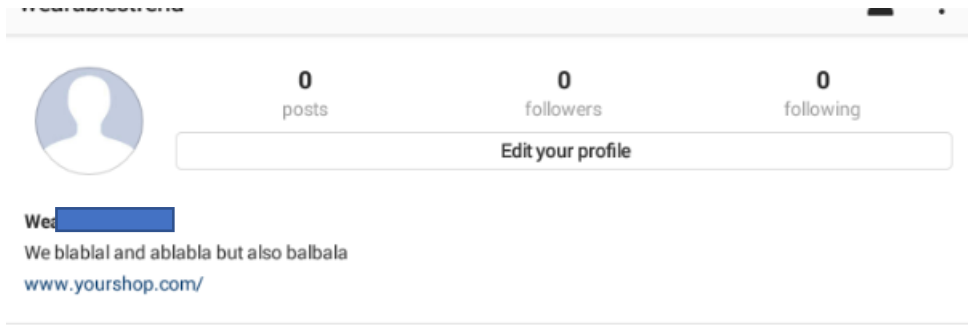
People are much more going to click on a “beautiful” link instead of a very long link.

Another great way to don’t use the long URL’s is by URL shorteners such as:

- <https://goo.gl/>

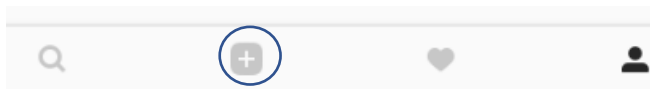
- <https://bitly.com/>”

Ok once you are happy with your description and link you should have something like this.

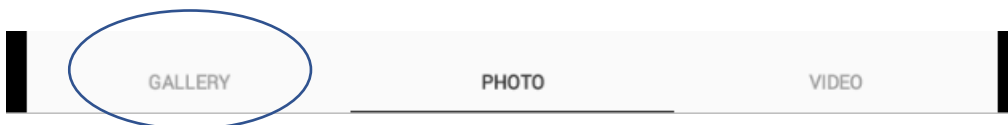


Now let's add some pictures.

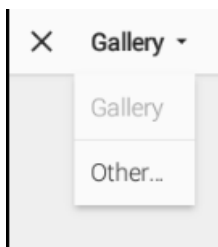
On the bottom you'll see the following sign.



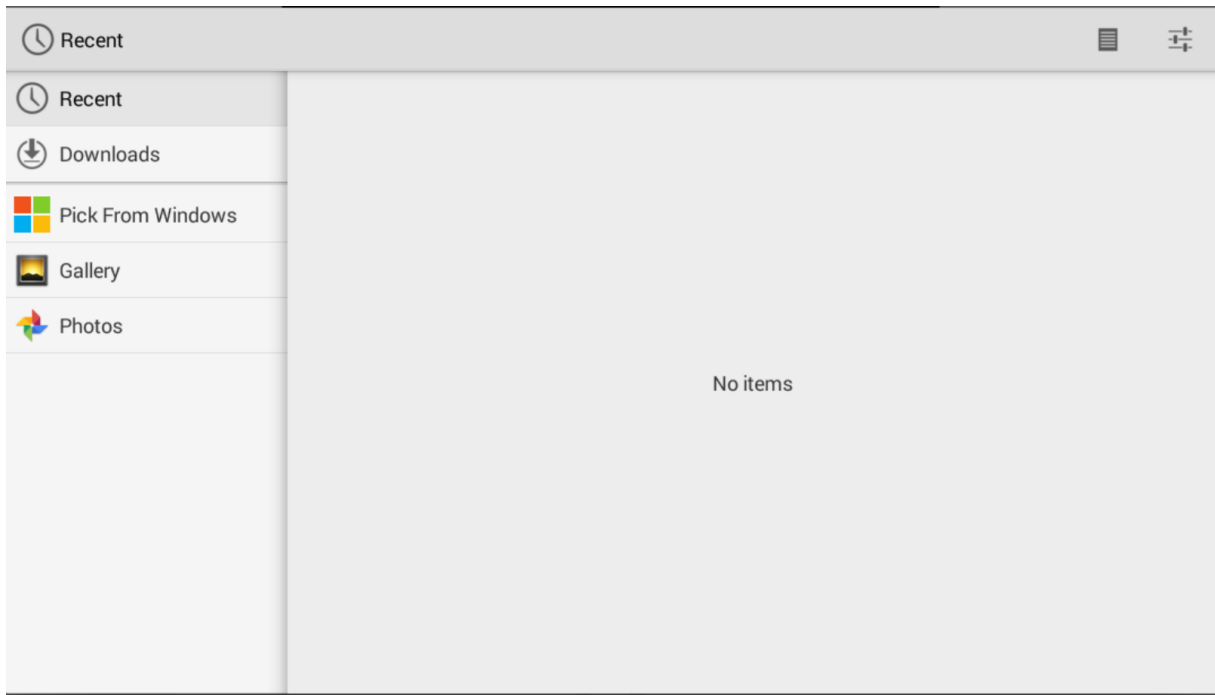
Click on it.



Click on "Gallery".



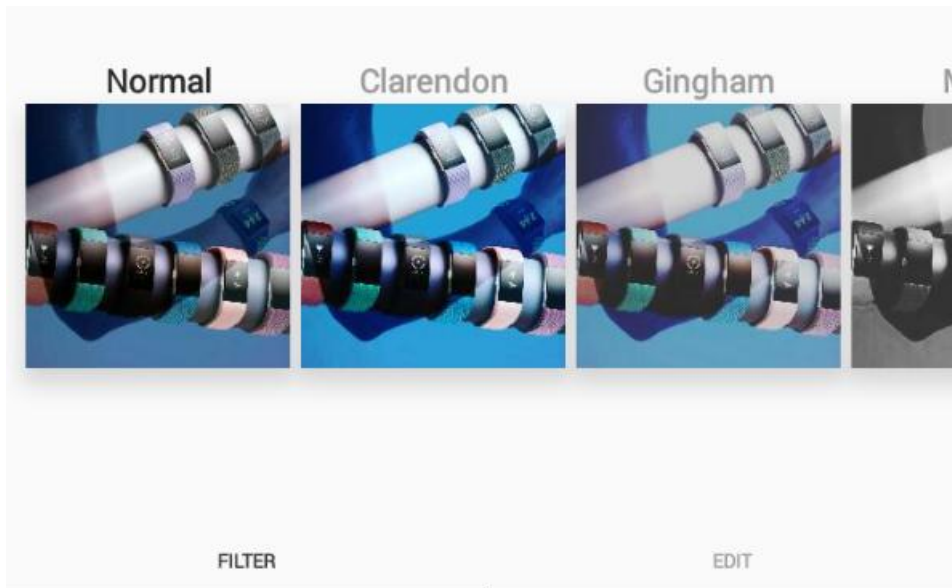
And now at the top of the page. Click "Gallery" and "Other".



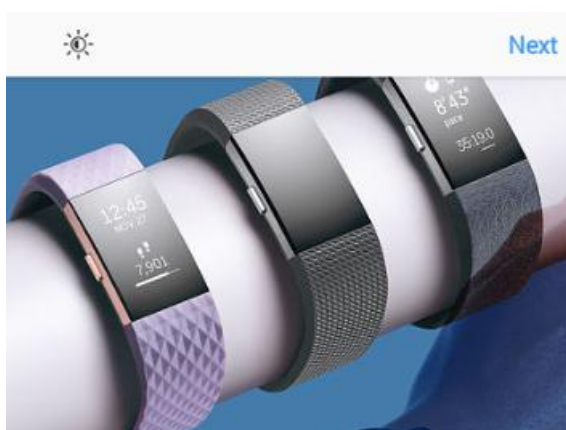
Click “Pick from windows”. Look for the ideal picture and continue.



Here you can choose to crop your or continue by clicking the little arrow on the right top.

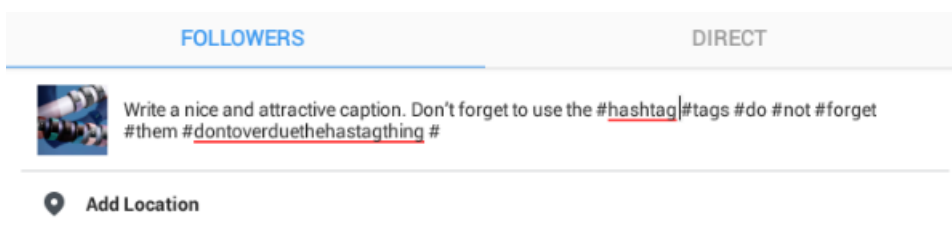


Select a “Filter” or “edit” your picture.



Click “Next”

Write a nice and attractive caption. Don’t forget to use the #hashtags.



Don’t overdo the #hashtags. Between 7-15 is more than enough. I always use #myshop (with myshop being my shop ☺) to do some early brand building.

And click “Share”.

Repeat that until you have 3-10 pictures up. You have your profile set up!

PROMOTE YOUR PRODUCTS VIA INFLUENCERS

Instagram and influencers marketing is probably the easiest and most effective way of marketing right now.

With its community of over 400 million active users, including many incredible content creators, Instagram has become a top visual marketing platform for all kinds of businesses.

WHAT IS INFLUENCER MARKETING?

Influencers marketing is not new! Social media just made it accessible for everyone shoutouts.

Brands can collaborate with a relevant influencer, tapping into both their creativity and engaged audience to build brand awareness in an authentic and organic way.

It's not much different from when a friend recommends a holiday destination. You appreciate their recommendation because you trust their judgment.

Influencer marketing works the same way, allowing you to target an audience of like-minded people that follow an influencer *they* trust.

WHO ARE THESE INFLUENCERS?

One of the most exciting aspects of influencer marketing on Instagram is the incredible mixture of people represented, **covering all kinds of niches!**

Personal trainers are using Instagram to share their workouts, Real estate agents to promote new properties, fashion bloggers to show off their new outfits, interior designers to display their portfolio, internet marketers to share their projects, ...

If influencers decide to collaborate with a brand their opinion is not only genuine but will also be taken more seriously by their followers.

WHERE DO I FIND INFLUENCERS?

INSTAGRAM RESEARCH

Go to [Instagram.com](https://www.instagram.com) and start looking for accounts related to your niche.

Or use

https://www.instagram.com/explore/tags/**YOUR_KEYWORD**/

Let's search for "pitbulls".

<https://www.instagram.com/explore/tags/pitbulls/>

#pitbulls

2.689.460 berichten


POPULAIRE BERICHTEN



You'll be given the most popular post in your search.

Just click one of the pictures and move on to the users' account.

#pitbulls

 pitbullsfans__ [Volgen](#)

3 vind-ik-leuks 23 u.

pitbullsfans__ 🐾
alle 335 reacties bekijken

reginaaccardi @haleymadisonnnn "hey girl whatchu about to do later on?"

haleymadisonnnn @reginaaccardi 🤪😞
im going to get us a pitbull now that you mention it

flacespedesr @augustojustiniano

a1chawtv 🐾

Let's take a look at this account.

The screenshot shows the Instagram profile for 'pitbullsfans__'. The profile picture is a circular image of two pitbull puppies. The bio includes the text 'Pitbulls ❤️ Dogs ❤️ Puppy ❤️ Welcome to Pitbulls Fans Page 📱 Kik: agoagoago' and a link to 'iloveurcase.com/products/iloveurcase-pit-bull-case-lovers-for-all-iphones'. Below the bio are three images: a collection of colorful pitbull-themed iPhone cases, two women wearing t-shirts with pitbull-related slogans, and a close-up of a grey pitbull puppy.

This user has over 696K follower which is amazing, they clearly do shoutouts and promote products and they have a way to contact them. **Kik**

I would advise you to take note and write down all details that are needed for later. User, number of followers, contact method, ...

The screenshot shows a social media profile for 'pitbullsfans'. The profile picture features two pitbull puppies. The bio includes the text: 'Pitbulls ❤️ Dogs ❤️ Puppy ❤️ Welcome to Pitbulls Fans Page 📱 Kik: agoag Order here 🖱️ iloveurcase.com/products/iloveurcase-pit-bull-case-lovers-for-iphones'. The profile has 810 posts, 696k followers, and 404 following. A blue 'Volgen' button is visible next to the profile name.

SUGGESTIES

The screenshot shows a list of suggested social media accounts. Each suggestion includes a profile picture, a name, a bio snippet, and a blue 'Volgen' button. The suggestions are:

- proudpitbull**: Place for Proud Pi...
- pitbullpuppies1**: [Pit Bulls - Puppie...
- welovepitbullz**: Pitbull Lover
- ilove_pitbulls**: @Pitbulls

Now click on the little arrow and see the list with suggestions. These are all related to your niche. Check some more accounts and look if they are available for advertising.

Make a list from at least 10-15 influencers. The more people you contact the more chance to find the perfect influencers that fits your needs.

Some won't answer your mails, some will be too expensive, others will be overbooked, ...

Once you have your little list you start contacting them. Keep it short and direct.

“To whom it might concern,

Could you please inform me about your shoutout rates and possibilities on *account*. Waiting for your response.

Regards.”

What are good rates?

This all depends on so many factors. Number of followers, likes per post, niche, product, ... Most influencers will give you the opportunity to “hire” them for 1 or 2 hours. That’s a great way to test them out. Before doing a 24h post or even permanent post. (in my experience the most active moments are in the first 6 – 8h).

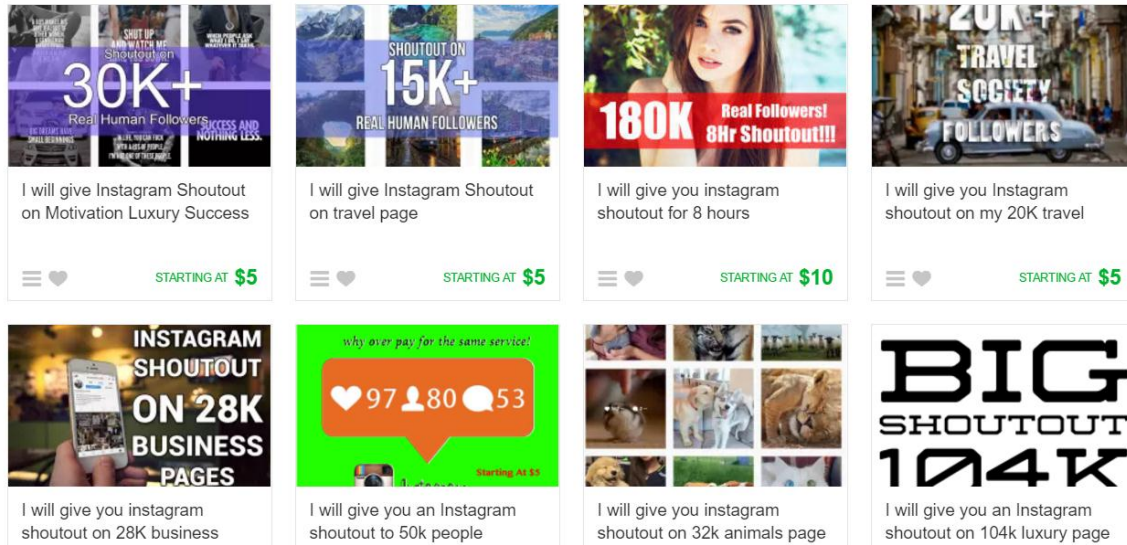
If your 2h post was profitable you found a good influencer and can now try to negotiate prices for longer periods. Try not to overload his followers with your products.

INSTAGRAM MARKETS

FIVERR.COM

A fast and easy way to find influencers is [fiverr.com](https://www.fiverr.com).

Search “shoutouts” and look for someone promoting a shoutout gig in your niche. Always check feedback and profile of the seller before working with them.

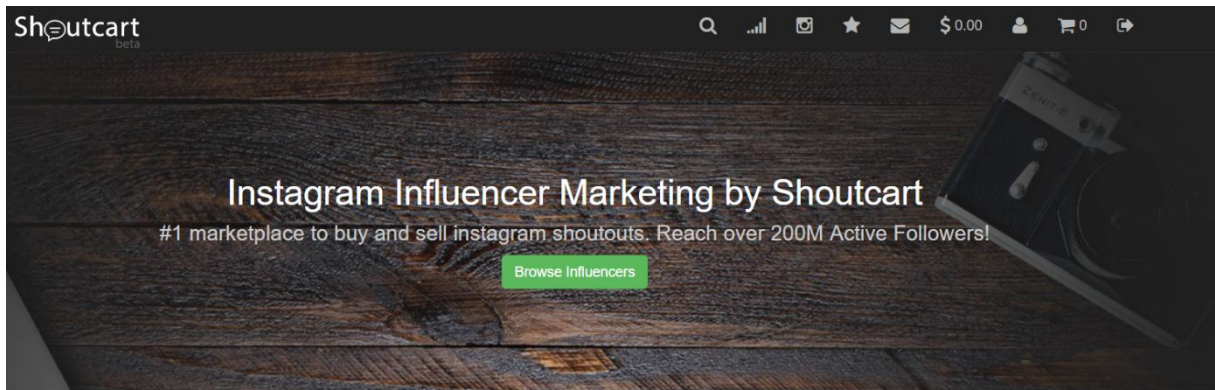


UPFLUENCE

At Upfluence **they categorize Instagram influencers** by their number of followers, spoken languages, country, average engagement rate, main topics etc.. Eventually, they end up with **3 groups of influencers: power middles, top 20% and top 5%**. These are intuitive yet pragmatic categories allowing you to quickly get an idea of the price you will have to pay for each influencer.

SHOUTCART

This is my **favorite marketplace** to look for ideal influencers.



Create an account and let's browse influencers.

Refine your search

Influencer Type

- Instagram
- Instagram [+ bio link](#)
- Twitter

Categories

- All
- Humour & Memes
- Fashion & Style
- Fitness & Sports
- Quotes & Texts
- Luxury & Motivation
- Cars & Bikes

Account	Followers	Score ?	Price
@Hurting	60.7k	63.32	
@Pitbulls_around_world	28.7k	6.77	\$2
@oldhollywoodfans	20.1k	4.11	\$4
@billionairewallet	13.6k	9.01	\$5
@getInspired	382.2k	1.24	\$20
@Labrador_class	60k	5.93	\$10
@kevinoutdoors	14.9k	9.12	\$7
@airianagraande	168.2k	3.48	\$25
@Agentlemansjourney	34.4k	3.4	\$25
@prouddogs	11.8k	13.13	\$2
@perfect_oceans	12.8k	12.85	\$4
@pettyasamug	11.8k	7.9	\$80
@footy.earth	215.6k	5.76	\$3
@pure.longboarding	12.1k	7.93	\$5

A huge list of influencers will pop up.

You can filter these by:

- Price
- Followers
- Score: Rating

Or by

- Categories

And even pick social account

- Instagram
- Instagram (with link)
- Twitter

Prices will go from \$1 to \$5000 per shout out. But you'll be surprised on how many excellent influencers at affordable prices are available. It's not always good to go for the lowest price. Sometimes you need to just that bit invest more but you'll get a much higher return.

For 86K followers

Pricing

- 2 hr shoutout - \$8
- 2 hr shoutout + bio link - \$12
- 12 hr shoutout - \$11
- 12 hr shoutout + bio link - \$15
- 24 hr shoutout - \$14
- 24 hr shoutout + bio link - \$18

Add to Cart

Let's say you promote a product with a profit margin of \$10 and you order the "24h + bio link" – offer you only need 2 sales to become profitable.

You make $(20-18=)$ **\$2**

Only 2 people out of potentially 86K? It will probably be a little more 😊.


This marketplace has influencers in plenty of niches. The first deposit to your account is \$50 and should be enough to start testing some shout outs.

Let's set up a campaign together (we will be promoting a cat ring).

So we need to look for cat related profiles.











Buy shoutouts from Instagram Influencers

Browse instagram & twitter influencers by category, followers and price




cat 

Refine your search

Keywords: cat ✕ Sort By ▾

Account	Followers	Score ?	Price
 @new.girl.in.the.city 	20.2k	4.73	\$20
 @YouAndChris 	10.6k	4.45	\$6
 @slutese 	23.7k	15.26	\$2
 @cutepets.ig 	24.2k	2.04	\$5
 @yourfriendandre 	32.3k	10.54	\$75

Influencer Type

- Instagram 
- Instagram  [+ bio link](#)
- Twitter 

After looking at a couple of accounts I decided to go with the following account.

 @got.cats 	20.3k	12.92	\$2
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The audience is not that big but it looks to have a great engagement. (you have the possibility to add a link in their bio which is a great surplus)



got.cats 

followers: 20.3k

score: 12.92 ?

[+ bio link](#) ?

success rate: 90%



The pricing rates for this account are:

Pricing








- 2 hr shoutout - \$2
- 2 hr shoutout [+ bio link](#) - \$5
- 12 hr shoutout - \$7
- 12 hr shoutout [+ bio link](#) - \$10
- 24 hr shoutout - \$11
- 24 hr shoutout [+ bio link](#) - \$14
- Permanent shoutout - \$50
- Permanent shoutout - [+ bio link](#) - \$53

[Add to Cart](#)

I will try the “12h+bio” link out, simply select and click “add to cart”.

The screenshot shows the Instagram profile for 'got.cats', which has 20.1k followers and a score of 11.43. A success confirmation overlay is displayed in the foreground, featuring a green checkmark icon, the text 'Nice!', and the message 'This shoutout has been placed in your cart'. Below the message are two buttons: 'Continue Shopping' and 'Checkout'.

Now click “checkout”

Cart Summary	
Account / Followers / Duration	Price
 @got.cats  / 20.1k / 12hr + bio link	\$10 ✖
\$10 Total	
    	
PayPal and CC available on orders over \$50	

And proceed by filling in your “Shout out details”.

Your Shoutout Details

Email
Purchase receipt will be sent to this address.

Shoutout Caption
Caption for you image or video. You **MUST** include your @username here. Vendors will post EXACTLY what you write in here. You can include emojis and basic formatting here as well.

- For Twitter tweets, make sure your caption is under 130 characters.
- For Instagram shoutouts, do not include more than 30 #hashtags.

Note: We will add a 0-character shortcode at the end of your caption to track statistics!

Another Crazy Deal @ydontushop - 75% Discount on this cute cat ring | Free Shipping Worldwide - I already ordered mine :-)

#cat #cats #catsofworld #catsofinstagram #catoftheday #catsoninstagram #catsgram #catagram #catslovers #cat 🐱 #cat_of_instagram #catsoftheworld #ydonu #buy #dealoftheday #dealoftheweek

Shoutout Image/Video
Please upload an image or 60 second video that you are promoting. Limit is 1 file, 6mb.

Bestand kiezen 75% (1).png

Bio Link
Paste a link that you want IG accounts to share in their bio while running your shoutout

www.ydonu.com/silver-cat-ring-mega-deal

Prefered Shoutout Time
Please specify approximate date and time you want the shoutout to be posted. PST (GMT-8) timezone. Allow at least 2hrs in advance for sellers to prepare your shoutout.

2017/03/16 07:00

Submit

Email:

Is the mail to which you want details of the order to be sent.

Shout out caption:

➤ Try to as attractive as possible

- Add @yourshop to link to your account. You will get new followers out of this.
- #hashtags (go to <https://top-hashtags.com> a great free tool to find popular hashtags in your niche).

Example: Another Crazy Deal @ydontushop - 75% Discount on this cute cat ring - Free Shipping Worldwide - I already ordered mine :-)

#cat #cats #catsofworld #catsofinstagram #catoftheday
#catsoninstagram #catsgram #catagram #catslovers #cat?
#cat_of_instagram #catsoftheworld #ydontu #buy #dealoftheday
#dealoftheweek

Shout out image:

Upload a good quality picture from your product.



A great FREE tool to use to adjust your pictures, add text or prices is canva.com.

Bio link:

That will be the direct link to your products landing page. Remember to make of Shopify URL redirects to make nice and clean links. Change the URL on your account also.

Preferred time:

Bio Link
Paste a link that you want IG accounts to share in their bio while running your shouto

<http://www.ydontu.com/silver-cat-ring-mega-deal>

Prefered Shoutout Time
Please specify approximate date and time you want the shoutout to be posted. PST (

2017/03/21 07:00|

Sun	Mon	Tue	Wed	Thu	Fri	Sat	07:00
26	27	28	1	2	3	4	08:00
5	6	7	8	9	10	11	09:00
12	13	14	15	16	17	18	10:00
19	20	21	22	23	24	25	11:00
26	27	28	29	30	31	1	12:00

If you are happy with all your settings just proceed to payment.

Shoutout info

Note: We added a shortcode at the end of your caption for statistics!

Email deblock.bart@gmail.com

Caption Another Crazy Deal @ydontushop - 75% Discount on this cute cat ring - Free Shipping Worldwide - I already ordered mine :-) #cat #cats #catsofworld #catsofinstagram #catoftheday #catsoninstagram #catsgram #catagram #catslovers #cat #cat_of_instagram #catsoftheworld #ydontu #buy #dealoftheday #dealoftheweek OOhOef

Bio Link http://www.ydontu.com/silver-cat-ring-mega-deal

File attachment file

Shoutout Time 2017-03-21 07:00:00

Total Fee \$10

[Delete Invoice](#) [Edit Invoice](#)

Payment Options

I Agree to [Terms of Service](#)

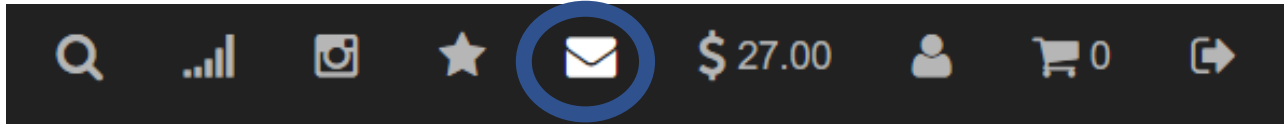
Allow up to 72 hours for your shoutout to be posted. While our vendors do try and post as close to preferred shoutout time as possible, specific shoutout times are not guaranteed due to nature of the service. Please refer to [Terms of Service](#) and our [FAQ](#) for more information.

Pay with:

Shoutcart Balance (\$50.00 Available)

[Pay](#)

Once paid you'll find your offers back here.



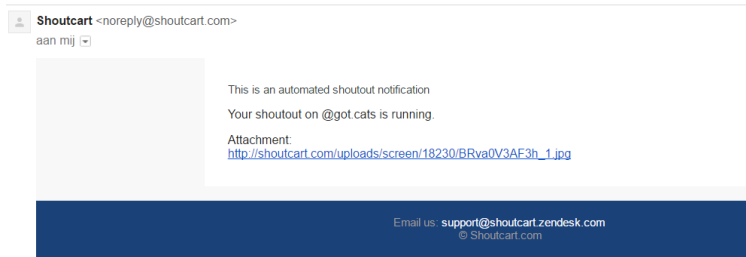
Dashboard / Orders

Orders

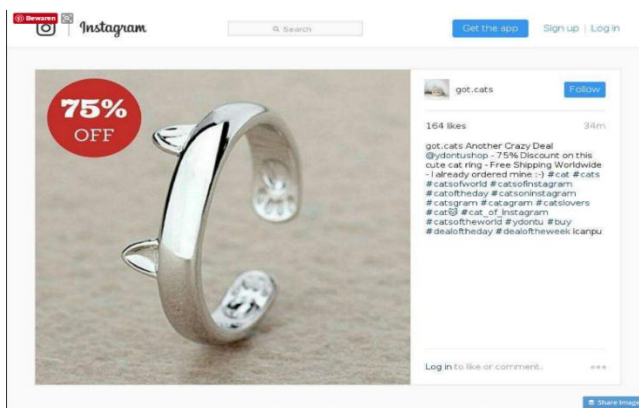
Orders Placed

Id	Type	Status	
12559	buyer	pending	View

This will be reviewed and the moment the shout out starts you'll receive a mail like:



With an attachment:



****You might not get sales immediately. Retry another picture or influencer. Sales will come out of it. For every \$1 invested the average marketer gets \$6.47 in return from shout outs.****

OTHER INFLUENCERS MARKETS

- [Influencerdb.net](https://influencerdb.net)
- [Instabrand.com](https://instabrand.com)
- [Revfluence.com](https://revfluence.com)
- [Famebit.com](https://famebit.com)
- [Hypetap.com](https://hypetap.com)
- [Nichify.com](https://nichify.com)

INSTAGRAM ADS

WHY USE INSTAGRAM ADS?

Since Instagram launched advertising on its platform in 2015, Instagram ads have driven more than one billion user actions. And just last year, it more than doubled its advertiser base in six months [to 500,000 advertisers](#).

4 “HUGE” REASONS TO USE INSTAGRAM ADS

Why are Instagram ads so popular? Here are a few reasons:

- 1. Audience growth:** Instagram is one of the fastest growing social media platforms.
- 2. Attention:** Users spend, on average, 50 minutes a day on Facebook, Instagram, and Messenger. In the U.S., [one in five minutes spent on mobile is spent on Instagram or Facebook](#).
- 3. Intent:** A study by Instagram found that 60 percent of Instagram users say that they learn about products and services through Instagram, and 75 percent say that they take actions such as visiting sites, searching, or telling a friend after seeing an Instagram post.
- 4. Targeting:** Instagram ads uses Facebook’s advertising system, which has probably the most powerful targeting ability. You can

specify your target audience's location, demographics, interests, behaviors, and more. You can even target people who have bought from you or interacted with you and others like them.

GETTING STARTED WITH INSTAGRAM ADS

Instagram made it so easy to create Instagram ads.

In fact, there are many different ways you can create and manage your Instagram ads but we will be explaining 2.

HOW TO DO IT WITHIN THE INSTAGRAM APP.

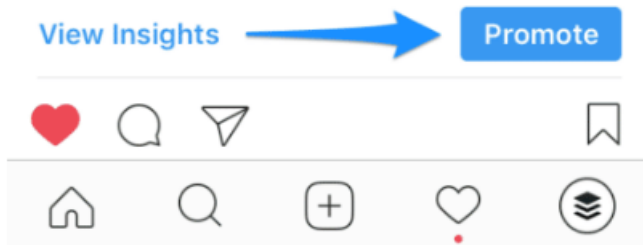
There are a few requirements to meet before you can promote directly from the app:

- You need to convert to a Business Profile on Instagram. ([Here's how!](#))
- You need to be an Admin of the Facebook Page connected to the Instagram account. (If you want to be added as an Admin, [here's how.](#))
- You need to follow [Facebook's Advertising Policies](#).

Once you are set up, here's a quick run-through of the process in three simple steps:

1. SELECT THE POST YOU WANT TO PROMOTE

Find the post you'd like to promote and click on the blue "Promote" button. You may be prompted to log in to your Facebook account.

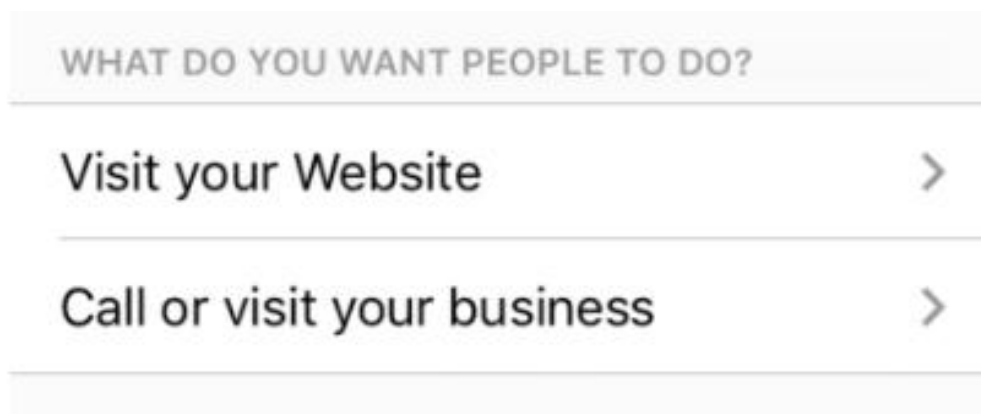


2. CHOOSE AN AD OBJECTIVE

You have only two objectives to choose from:

- Visit your Website
- Call or visit your business

Unlike "Facebook ads manager" where you can chose many different you are limited to two options here.



3. SET YOUR ACTION BUTTON, AUDIENCE, BUDGET, AND DURATION

Depending on your ad objective, you will have different action buttons to choose from. After you choose an action button, you can enter your preferred URL, address, or phone number.

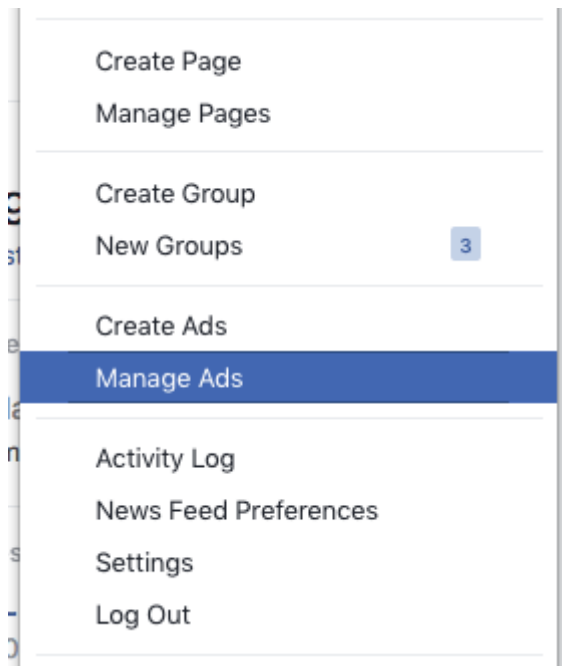
CREATING INSTAGRAM ADS USING FACEBOOK ADS MANAGER

Because the Facebook's advertising system is so comprehensive, there are several steps we have to go through to create Instagram ads. They are quite straightforward, and we'll go through each of them below. Here are the general steps:

- Choose a marketing objective
- Name your ad campaign
- (Some marketing objectives require additional steps here, which we'll go through below.)
- Define your audience, placements, budget, and schedule
- Create the ad itself or use an existing post

NAVIGATING TO THE FACEBOOK ADS MANAGER

To access your Facebook Ads Manager, click on the drop-down arrow in the upper-right corner of any Facebook page and select "Manage Ads" from the dropdown.



THE 8 DIFFERENT OBJECTIVES OF INSTAGRAM ADS

While Facebook offers 11 objectives in the Facebook Ads Manager, only the following eight will allow you to create Instagram ads.

1. Brand awareness
2. Reach
3. Traffic
4. App installs
5. Engagement
6. Video views
7. Lead generation
8. Conversions

These are all straight forward. The most important ones for us would be:

Brand awareness



Brand awareness

Reach people more likely to pay attention to your ads and increase awareness for your brand.

traffic



Traffic

Send more people to a destination on or off Facebook.

and conversions.



Conversions

Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Create Split Test: Use this ad campaign to test ad set strategies **NEW** ⓘ

CHOOSE THE AUDIENCE, PLACEMENT, AND BUDGET IN 3 STEPS

1. SELECTING THE PERFECT AUDIENCE FOR YOUR ADS

Facebook advertising (*and by extension, Instagram advertising*) is so powerful because of the ability to target a very specific set of people.

You can select your audience on location, age, gender, languages, demographics, ...

You can also target people who have a relationship with your business such as customers or people who have interacted with your app or content (using “Custom Audience”). You can even target other people like them (using “Lookalike Audience”).

Aangepaste doelgroepen ⓘ

[Uitsluiten](#) | [Nieuw](#) ▼

Locaties ⓘ **Iedereen in deze locatie** ▼

België

📍 **België**

📍 [Opnemen](#) ▼ | [Locaties toevoegen](#)

[Bulklocaties toevoegen...](#)

Leeftijd ⓘ ▼ - ▼

Geslacht ⓘ

Talen ⓘ

On the right Facebook will show you information about you selected audience.

Doelgroepsbepaling



Je doelgroepselectie is redelijk breed.

Doelgroepgegevens:

- Locatie:
 - België
- Leeftijd:
 - 18 - 65+
- Plaatsingen:
 - op pagina's: Nieuwsoverzicht op mobiele apparaten, Nieuwsoverzicht op computers, Rechterkolom op desktopcomputers, Expresartikel, Apps en websites van derden op mobiele apparaten of Instagram-overzicht
- Personen die overeenkomen met het volgende:
 - Interesses: Shopify
- Plaatsingen:
 - Facebook Overzichten, Facebook Expresartikelen, Facebook Rechterkolom, Instagram Overzicht en Audience Network

2. CHOOSE THE PLACEMENT OF YOUR ADS

Here you have to choose that your ads **ONLY** appear on Instagram and not on Facebook.

Select “edit placements”

Uncheck “Facebook” under platforms.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

Platforms	
Facebook	<input type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>
Feed	<input type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
Audience Network	Ineligible
Messenger	Ineligible

ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

3. SET YOUR BUDGET AND SCHEDULE

Set how much you want to spend on your Instagram ads and how long they need to run.

You can choose between “daily” or “lifetime” budget.

- Daily: Average cost per day per ad.
- Lifetime: The total budget that you want to spend over the lifetime of your ad.

You can run your ads continuously (until you hit your lifetime budget or you pause them) or set a start and end date and time.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ Daily Budget ▾
\$5.00 SGD

Actual amount spent daily may vary. ⓘ

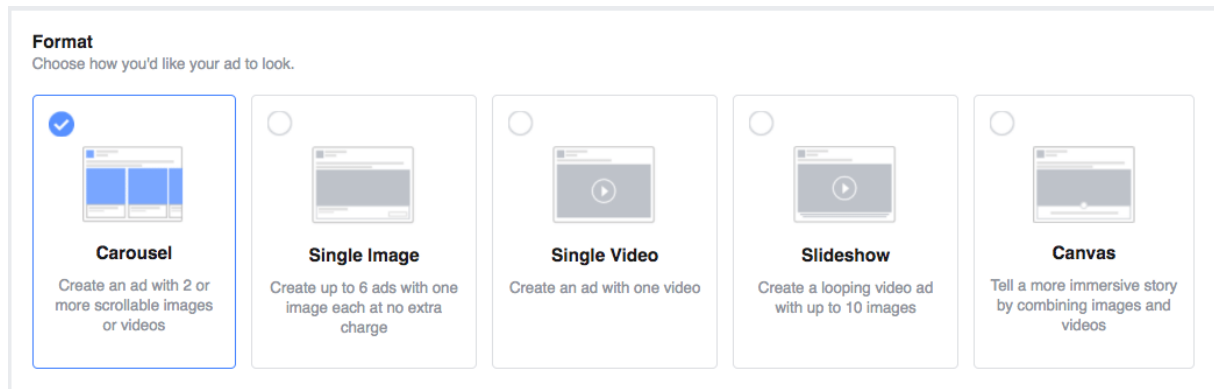
Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start	<input type="text" value="Feb 14, 2017"/>	<input type="text" value="10:42 AM"/>
End	<input type="text" value="Mar 14, 2017"/> <small>(Singapore Time)</small>	<input type="text" value="10:42 AM"/>

Your ads will run for **28 days**. You'll spend no more than **\$140.00**.

[Show Advanced Options ▾](#)

DIFFERENT FORMATS OF ADS



- Carousel (multiple scrollable images or videos):

Carousel ads are ads with two or more scrollable images or videos. You can create [up to 10 cards in a single ad](#).

For each card you should:

- upload an image (or video or slideshow),
- edit the headlines,
- leave description **blank!**
- Fill in the destination URL.

There are also some settings for the entire carousel ad.

- Ignore the “See More URL” and “See More Display URL” fields (this is only for Facebook ads)
- Select the most appropriate call-to-action button (This will be the same for every card of the carousel ad.)

- Single Image

Single Image ads are what they say they are — ads with a single image. If you choose this format, you can create up to six ads with one image each.

Single image ads are much easier to create than carousel ads. The first thing to do is to select the image(s) for your ad. You can choose from your previous uploads (i.e. Image Library), select free stock images, or upload new images.

Then, the main field to fill up is the text field (i.e. your caption for the ad). The caption may include up to 300 characters but note that characters after the third line will be truncated into an ellipsis (“...”). Facebook recommends using 125 characters.

If you want to drive traffic to your site, select **“Add a website URL”** and more options will appear. All you have to do is to fill in your website URL and select a call-to-action button. The remaining fields (Display Link, Headline, and News Feed Link Description) won’t be used for Instagram ads.

- Single Video

Single video ads are ads with a video or a GIF. After you select this ad format, select a video from your library or upload a new video. Then, you can choose a video thumbnail from the list provided or upload a custom thumbnail. You can also upload a SRT file for the video captions.

Then, fill up the text field with your caption. Same rules apply as with single image ads.

Same here, if you want to drive traffic to your site, select “Add website URL”. All you have to do next is to fill in your website URL and select a call-to-action button.

- Slideshow

Slideshow ads are looping video ads with up to 10 images and music. It’s almost like a carousel ad that scrolls on its own — with music. You can upload an existing slideshow or [create a new slideshow](#).

Facebook Ads Manager has an easy-to-use slideshow creator. Simply upload your images, arrange them to your liking, adjust the settings, and select a music.

Just like a video ad, you can also choose a thumbnail and upload video captions.

Then, fill up your caption and add a website URL if you prefer. This part is the same as the single image and single video ads.

- Canvas (**not supported on Instagram at the moment.**)

FACEBOOK

Facebook is an amazing marketing tool for online entrepreneurs. It offers UNBELIEVABLE targeting capabilities.

The amount of data you can find inside of Facebook offer many untapped opportunities to promote your store. So here is how you can easily set up your fan page.

FACEBOOK PAGES

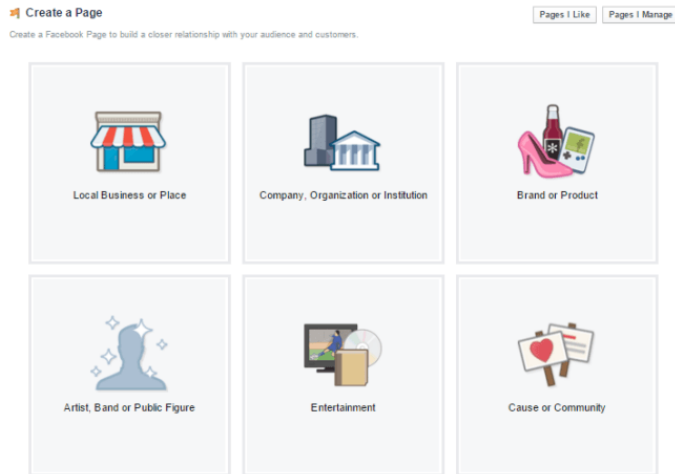
Facebook pages are ideal to build up a highly targeted audience.

STEP 1: CREATE A FACEBOOK PAGE

Go to facebook.com/pages/create.

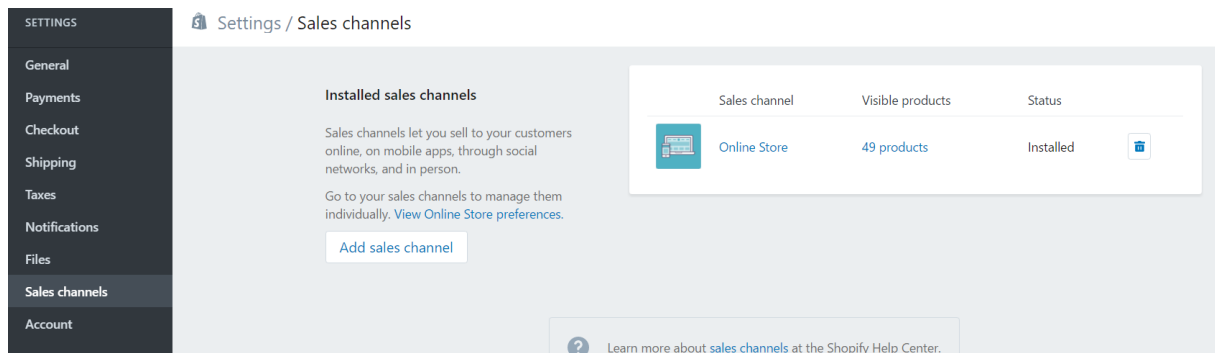
You can have your Facebook fan page built within a couple of minutes.

The idea is to build a strong community around your brand and connect with your fans, which will pay huge dividends in the long run.



STEP 2: LINK YOUR STORE TO YOUR PAGE

Go to “Settings” – “Sales channels”



Click on “Add sales channel”

Our top recommendations for stores like yours



Amazon

Amazon fees apply - 8-20% commission depending on order

Sell on Amazon using Shopify. Create or sync Amazon listings to manage inventory, product details and fulfill orders all from Shopify.

Add



Buy Button

Free to Install

Sell any products in your existing websites, blogs and email campaigns using Shopify's Buy Button.

Add



Facebook

Free to install

Shopify helps you sell more on Facebook with onsite checkout, and an integrated Shop tab for your Facebook Page

Add

Pick “Facebook” and click “Add”.

Connect your Facebook account and page.

STEP 3: ESTABLISH YOUR BRAND

Pick a perfect profile picture and header image. **Try to stand out!**

Post some links to articles related to your niche and/or store. Your Facebook page really needs some content before you start growing your audience.

I always get a couple of 100's page likes on [fiverr.com](https://www.fiverr.com) to build some trust but off course that's not necessary.

STEP 4: GROW YOUR AUDIENCE (OPTIONAL)

Start following pages in your niche.

Repost popular articles from their pages.

Place related and original comments on new posts.

Make use of (related) hashtags when posting something. Don't use too much hashtags.

Like people's reactions on related pages.

Go look for viral content on places like buzzsumo.com and repost these on your page.

STEP 5: PROMOTE YOUR PRODUCTS

If you follow the guidelines from above your Facebook fan page will certainly grow. People will start to repost your articles which will lead to more and more likes.

Keep bringing them popular articles and sometimes promote a new product from the store.

Don't push your products to your Facebook fans. BUT once your page GROWS you can start running ads on your fan page by simply boosting a post at \$5 – if you see there is

FACEBOOK GROUPS

The power of Facebook groups is amazing.

You can start your own groups related to your stores' niche or you can become a member of existing niche related groups. (It is easier to become a member of one group!)

Try to be active in these groups, like posts and comment on them. Don't be SPAMMY and start bombarding these groups with products from your store.

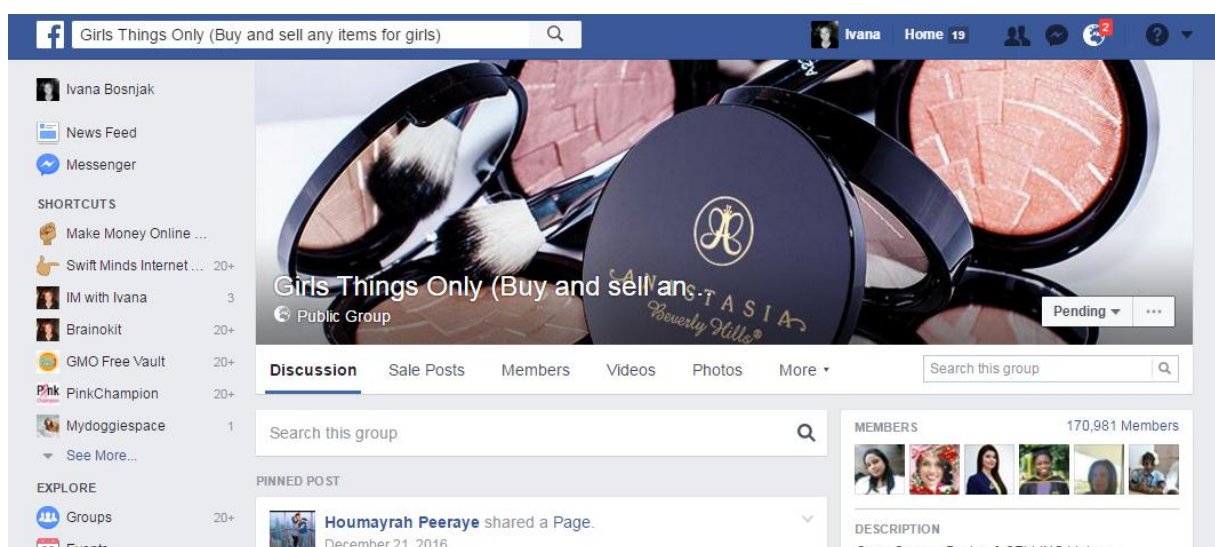
BUT you can do the following?

Say something such as – I am considering buying this product – Anyone had any experience with it?

And share an image with a link!

Sometimes groups can have over 200K members. If you promote a product within that group you have a huge audience completely for FREE.

Just take a look at this group. Over 170K members!



BUT don't bombard those groups – you will get kicked out 😊

Below this course, find the list of fb groups you can post your ads for free and get instant traffic!

Also, besides the PDF course, look over the videos on how to drive TON of traffic from Pinterest!

Using social media to promote your store and drive traffic is VITAL.

Look at your store as a brand. You need to get that brand in front of as many people as possible.

A great FREE online tool to create your own professional logo's and picture ads is [canva.com](https://www.canva.com). This is a free tool and super powerful!

Now go and FLIP those site for \$500-1200 per SITE!

Don't forget, we show you how to build profitable sites in 6 weeks or less and flip them for \$1750-\$4000 per flip! ([if interested, get access to it here](#))

Bart Deblock and Ivana Bosnjak

