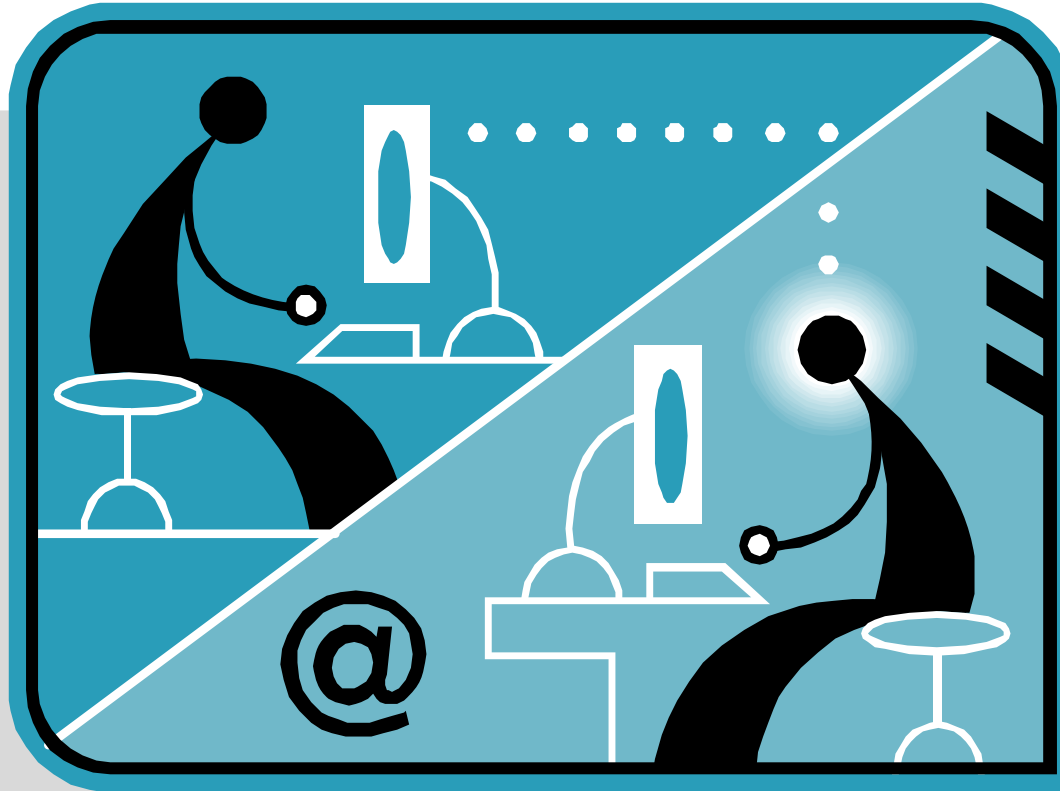
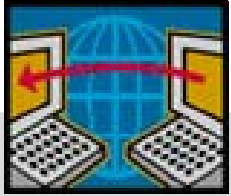


# The Impending Social PPC Revolution

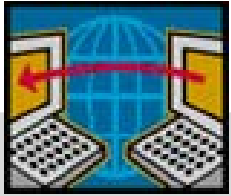


Marty Weintraub  
[www.aimClearBlog.com](http://www.aimClearBlog.com)

# Today's Program



# Today's Program



Importance of Social PPC Ad Platforms

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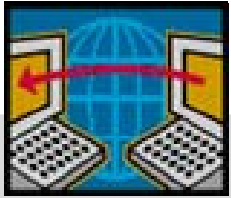


Importance of Social PPC Ad Platforms



Buzz Pocket Mining (Organic & PPC)

# Today's Program



Importance of Social PPC Ad Platforms



Buzz Pocket Mining (Organic & PPC)



Get Hands Dirty

# Potential Customers Congregate

# Potential Customers Congregate

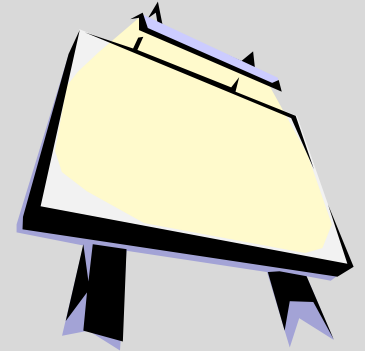


Cave Paintings

# Potential Customers Congregate



Cave Paintings  
Highway Billboards

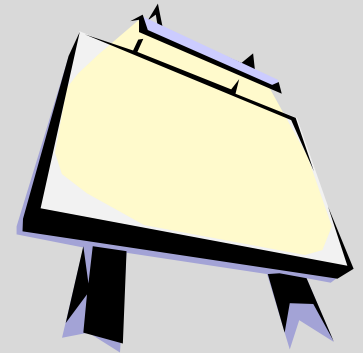




# Potential Customers Congregate



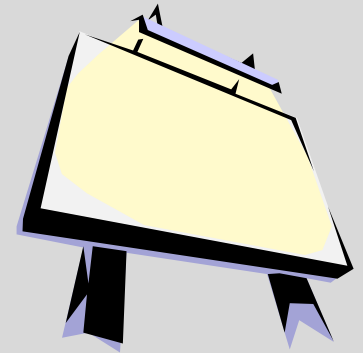
Cave Paintings  
Highway Billboards  
Television Commercials

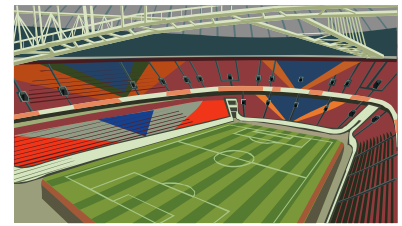


# Potential Customers Congregate



Cave Paintings  
Highway Billboards  
Television Commercials  
**Street Corners**



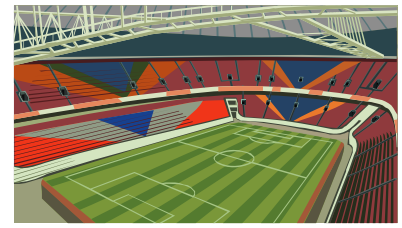


# Potential Customers Congregate



Cave Paintings  
Highway Billboards  
Television Commercials  
Street Corners  
Stadium Signs



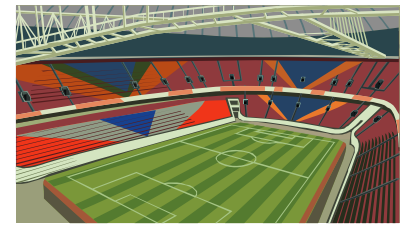


# Potential Customers Congregate



Cave Paintings  
Highway Billboards  
Television Commercials  
Street Corners  
Stadium Signs  
Newspapers





# Potential Customers Congregate



Cave Paintings  
Highway Billboards  
Television Commercials  
Street Corners  
Stadium Signs  
Newspapers

Google



# Enter Social Media (SMO)



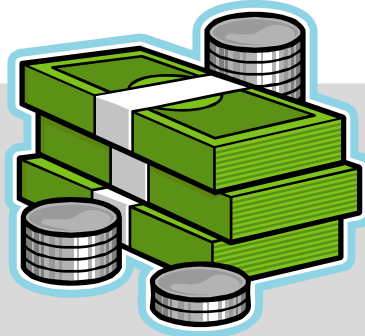
# Enter Social Media (SMO)

- Measure Chatter (Technorati, Google Blog Search, Etc...)
- Free Tools For the Clever
- Incredible Marketplace Insight
- Identify Influencers & Authorities
- Market by “Organic” (Word of Mouth)
- Social PPC the Next Ad Platform Wave





# Real Question: How to Make \$\$



- Google Wants Money
- Vanishing Traditional Organic SERPs = PPC \$
- Mainstream Social Sites Need Money
- Hence Social PPC

# Changing World = *Dream* Demographic PPC Targeting



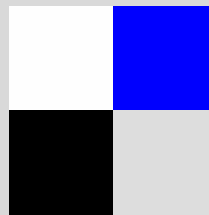
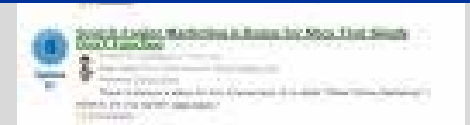
# Fundamental Premise of Search

- Research Customers' Search Patterns
- Market (Organic/Paid) to SERPS for Queries
- Lateral Stemming Thesaurus Tools “Caterer” = “Catering” = “Food Service” = “Wedding Planning” = “Bar mitzvah Cake”
- Not Earth Shaking News

# Buzz Pocket Mining: The New Keyword Research

- Congregation Points for Millions
- Hot Topics Define Each Community
- Idiosyncratic Tools Measure Chatter Patterns
- Influencers Lead
- Tremendous Insight into Marketplace
- Already Marketing Mix Components

# Measure Buzz Pockets



# FB Perception = Trendy stuff

- Biting Zombies
- Drinking Teenagers Network to Meet & Make Out
- Food Fights
- Tracking Noisy “News” Feeds that Don’t Matter





# Means SO Much More

- Millennial Harbinger
- Count on it PPC Ninja-Warriors-You will be using Social PPC interfaces.
- Advertisers Already Making Millions  
Google Open Social API = Similar Thinking

Search

Applications

edit

- Ads and Pages
- Groups
- Photos
- Events
- Marketplace
- My Questions
- Developer

more

News Feed

Preferences

Ange Recchia gave Brian & Katies Evolu... a thumbs up with StumbleVideo.



Brian & Katies Evolution of Wedding Dance · watch >

Mark Laymon became a fan of Indiana Jones and the Kingdom of the Crystal Skull.



Indiana Jones and the Kingdom of the Crystal Skull

Film
19,121 fans - Become a Fan
See more Pages.

Updated: Todd Mintz I would think that the technology exists to affordably give every conference attendee an electrical outlet for their laptop.

Last chance to enter. Sponsored

Requests

- 2 friend requests
- 1 skip forced invites invitation
- 6 other requests

Notifications

- 2 new notifications

Updates

- 1 new update

Status Updates see all



What are you doing right now?

Brian Wallace is twittering: Prepping up some client work for the day. 2h ago

Dana Larson is not surprised that her voice feels scratchy this morning after all the singing and screaming last night! 2h ago

Need weight loss?



Products for you!

More Ads | Advertise



Search

Applications edit

- Ads and Pages
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March 12



## No Country for Old Men

Sponsored

Have No Country for Old Men delivered to your door. Try Blockbuster Total Access free for one month: no due dates or late fees.



### The Next Step

[see all](#)

Check out the [Facebook Blog](#).

### Find Your Friends



To find people you know who are already using Facebook, check out the [Friend Finder](#).

March 12



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facebook

Profile edit Friends Networks Inbox

home account privacy logout

Search

Applications edit

- Ads and Pages
- Photos
- Video
- Groups
- Events
- Marketplace

more



## Facebook Ads

Reach the exact audience you want with relevant targeted ads.

Get Started

or [manage your existing ads](#)

## Social Ads

Pair your targeted ad with related actions from a user's friends.

Ben Bloom ate at Junnoon. Sponsored



Junnoon Business Lunch  
modern India: bold, healthy and  
flavor-intense.



Ben

## Advanced Targeting

Target by age, gender, location, interests, and more.

## Content Integration

## Facebook Pages

Represent your business, band, product and more by creating a distinct and customized profile.



## Free Presence

Users can find you through their friends, search, and more.

Communicate directly with fans.

The screenshot shows the Facebook Ads interface. At the top, there's a navigation bar with 'Profile edit', 'Friends', 'Networks', and 'Inbox'. On the right, there are links for 'home', 'account', 'privacy', and 'logout'. The left sidebar contains a search bar and a list of applications: 'Ads and Pages', 'Photos', 'Video', 'Groups', 'Events', and 'Marketplace'. The main content area features a 'Facebook Ads' section with the text 'Reach the exact audience you want with relevant targeted ads.' and a green 'Get Started' button with a right-pointing arrow, which is circled in red. Below this, there are three sections: 'Social Ads' with a description and a sponsored post example for 'Junnoon Business Lunch'; 'Advanced Targeting' with the text 'Target by age, gender, location, interests, and more.'; and 'Content Integration'. To the right, there's a 'Facebook Pages' section with the text 'Represent your business, band, product and more by creating a distinct and customized profile.' and a diagram showing a page icon with an arrow pointing to a profile icon. Below that is the 'Free Presence' section with the text 'Users can find you through their friends, search, and more. Communicate directly with fans.'

1. Get Started

2. Choose Audience

3. Create Ad

4. Set Budget

## What do you want to advertise?

When people click on your ad, this is where it will link.

I have a web page I want to advertise:

http://

I have something on Facebook I want to advertise.

Help me make a Page.

Continue ▶

# Landing Page URL

1. Get Started

2. Choose Audience

3. Create Ad

4. Set Budget

## What do you want to advertise?

When people click on your ad, this is where it will link.

I have a web page I want to advertise:

http://

I have something on Facebook I want to advertise.

Help me make a Page.

Continue ▶

# Target to Social Graph

1. Get Started

2. Choose Audience

3. Create Ad

4. Set Budget

I want to reach people age 18 and older in the United States.

≈ 20,564,020  
people

Location:

Everywhere  By State/Province  By City

Sex:  Male  Female

Age:  -

Keywords:

(interests, favorite music, movies, etc.)

Education Status:  All  College Grad  In College  In High School

Workplaces:

Relationship Status:  Single  In a Relationship  Engaged  Married

Back

Continue ▶



# Target to Social Graph

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Back

Continue ▶

# Females 17-24, In a Relationship

- 1. Get Started
- 2. Choose Audience
- 3. Create Ad
- 4. Set Budget

I want to reach women between 17 and 24 years old who are in a relationship in the United States.

≈ 2,471,080 people

Location:

Everywhere  By State/Province  By City

Sex:  Male  Female

Age:  -

Keywords:

(interests, favorite music, movies, etc.)

Education Status:  All  College Grad  In College  In High School

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Back

Continue ▶

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Workplaces:

Relationship Status:  Single  In a Relationship  Engaged  Married

Back

Continue ▶

1. Get Started

2. Choose Audience

3. Create Ad

4. Set Budget

I want to reach women between 17 and 24 years old who are in a relationship in the United States who like Traveling, Travel, Vacation, Vacations, or Spring Break.

≈ 160,660  
people

Location:

Everywhere  By State/Province  By City

Sex:  Male  Female

Age:  -

Keywords:

(interests, favorite music, movies, etc.)

Education Status:  All  College Grad  In College  In High School

Workplaces:

Relationship Status:  Single  In a Relationship  Engaged  Married

Back

Continue ▶

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Workplaces:

Relationship Status:  Single  In a Relationship  Engaged  Married

Back

Continue ▶

1. Get Started

2. Choose Audience

3. Create Ad

4. Set Budget

## Create Your Ad

Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing a list of suggested best practices and a list of common reasons for rejection.

**Title:**

**Body:**

Line breaks are not preserved.

**Photo:**

Images will be resized to fit inside a 110px by 80px box. Use 3:4 or 16:9 aspect ratio for best results.

### Vacation Travel Discounts



Florida beaches, Mexico, party until the sun goes down and have money left for beer.

Click the ad preview to test your link.

**Add Social Actions to my ad.** (What's this?)

Back

Continue ▶

- 1. Get Started
- 2. Choose Audience
- 3. Create Ad
- 4. Set Budget

## Price Your Campaign

Pay for Clicks

Pay for Views

(More information)

**Budget:** What is the most you want to spend per day? (min \$5.00)

\$ 300.00

Your ad will be displayed in the Ad Space, News Feed, or both. [?]

**Bid:** How much are you willing to pay per click? (min \$0.01)

\$ 0.53

Suggested bid: \$0.45 - 0.61 (Learn more)

**Schedule:** when do you want to start running your ad?

- Run my ad continuously starting today
- Run my ad only during specified dates

Back

Continue ▶

## Review Ad

**Ad Name:** Vacation Travel Discounts

**Audience:** You are targeting women between 17 and 24 years old who are in a relationship in the United States who like Traveling, Travel, Vacation, Vacations, or Spring Break.

**Campaign:** My Ads (New Campaign)

**Bid Type:** CPC

**Bid:** \$0.53 per click

**Daily Budget:** \$300.00

**Duration:** Continuous

Please review your ad for accuracy. [Change Ad](#)

Your ad's audience includes users under the age of 18. It will be reviewed prior to being published.

### Vacation Travel Discounts



Florida beaches, Mexico, party until the sun goes down and have money left for beer.

<http://www.CoolTravel.com/VacationTime>



## Facebook Advertising Terms and Conditions

Date of Last Revision: November 14, 2007.

**Advertising Services.** Advertisements will be placed based on the information I provide in my advertising order, and Facebook makes no guarantee regarding the results I will obtain from my advertisements. I am solely responsible for all the information I provide, including targeting options, keywords, ad content, and URLs, as well as the websites, products and/or services I am advertising. So that Facebook can place the advertisements I order, I grant to Facebook a worldwide, nonexclusive, royalty-free, perpetual, fully sublicensable, and irrevocable license to place, publish, reproduce, copy, distribute, perform and display the advertisements. I understand and agree that advertisements may be placed on any content or property provided by Facebook along with any other content or property provided by a third party upon which Facebook places ads, and I authorize and consent to all such placements. I understand that Facebook will determine, in its sole discretion, how to measure the number of impressions, inquiries, conversions, clicks, or other actions taken by third parties in connection with my advertisements, and all charges will be based on such measurements. I understand and agree that Facebook may access, use and analyze such measurements for any internal business purpose (e.g. for the purposes of targeting delivery of other advertisements or other content to persons who have taken actions in connection with my advertisements) and may publish such measurements in its sole discretion. I understand that materials submitted by me to Facebook will not be returned upon termination of this Agreement or otherwise.

**Facebook Policies.** All advertisements must comply with the [Facebook Advertising Guidelines](#), and any other policies or guidelines that Facebook makes applicable to this service.

**Payment.** I agree to pay all amounts specified in the advertising orders I place, along with any applicable taxes, by providing a valid credit card or other means authorized in writing by Facebook. All payments will be made in US Dollars. To the extent I have provided a credit card, I authorize Facebook to charge my credit card for any and all amounts due. Facebook

# Traffic in Waves



# In-Demo Results

- 14%-18% On Page Conversion Boost from AdWords
- Leads Convert to Sales +11%
- 80% Reduction Cost-of-Leads
- VERY Happy Clients
- Noted Viral Propensity
- Landing Page Segmentation Increased Conversion +8%
- Gained Insight for Other Channels

- Tao of Keyword Research/Buzz Pocket Mining
- Use Free Tools to Measure Buzz
- Stay Abreast of FB, Open Social, and Other Emerging Social PPC Platforms. More Important than FB
- Recognize the Inevitable Future is Here



# Facebook PPC Social Graph

| fb_social_graph (2) [Read-Only] |       |                             |      |
|---------------------------------|-------|-----------------------------|------|
|                                 | A     | B                           | D    |
| 2167                            | 25676 | Modern Rock                 | 5880 |
| 2168                            | 26272 | The Outfield                | 5880 |
| 2169                            | 26569 | Playing Hockey              | 5880 |
| 2170                            | 26708 | Pros Vs. Joes               | 5880 |
| 2171                            | 25690 | The Money Pit               | 5860 |
| 2172                            | 26005 | New York Dolls              | 5860 |
| 2173                            | 22504 | Deep Dish                   | 5840 |
| 2174                            | 28292 | Through The Eyes Of The Dea | 5840 |
| 2175                            | 22437 | Day Of The Dead             | 5820 |
| 2176                            | 26285 | Over There                  | 5820 |
| 2177                            | 27943 | Stray Cats                  | 5820 |
| 2178                            | 25724 | Morningwood                 | 5780 |
| 2179                            | 23917 | Hardy Boys                  | 5760 |
| 2180                            | 24956 | Law&order Svu               | 5760 |
| 2181                            | 24964 | Laying Out By The Pool      | 5760 |
| 2182                            | 23999 | Here On Earth               | 5720 |

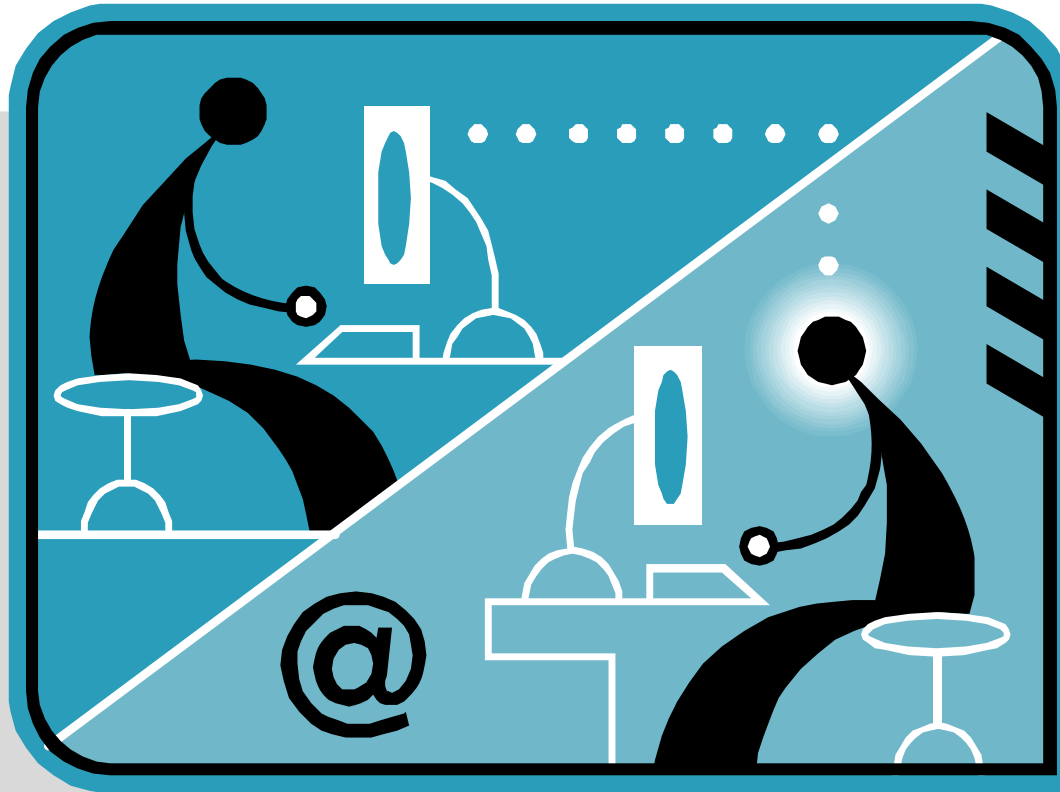
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# The Impending Social PPC Revolution

Thank You!



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