



Thirty Day Challenge 2009 – Training – Day 22

2009TDC22c: Yahoo, Bing, Facebook

Running Time: 8mins



Intro

So as I said, in this video all I want to do, really, really quickly, is just give you an overview - very high level - of the other Pay Per Click opportunities that are available online to drive traffic to your blog, and this is most likely going to take place after the Thirty Day Challenge, and as you grow your business.

So let's jump in and have a really quick look through some of the stuff that Ed covered on Day 18 in a little bit more detail.

30 Day Challenge

there is no charge for awesomeness



Yahoo

[Starts at 00:00:24]



Here we are on **Yahoo** - one of the largest other search engine available online - and like Google they have a Pay Per Click option, with the sponsored results at the top of the page and down the right hand side, in the same sort of manner as Google.

Now there's **not as much traffic around Yahoo**, but I have found that **the cost per click is significantly cheaper on Yahoo than it is on Google**. That's because there's **less competition** and, obviously, it does give you less traffic. But if you're only paying per click there's no harm in doing it, because you're not paying for the impression, you're paying for the click. So there's less traffic, but it's only going to cost you when someone visits, so that's no issue at all.

30 Day Challenge

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Bing

[Starts at 00:01:07]



With **Bing** - the new search engine that's been put out by **Microsoft** - they've also got a sponsored section.

Again, **it runs and looks in a similar way to Google and Yahoo**. I haven't actually set up any accounts inside Bing yet, so **I'm not sure how it works and how the costs compare** and things like that, but from the research that I've done, and other people and labs is that, again, it's **very similar to Yahoo in it's cost per click level, compared to Google**.

So I'd definitely look at considering this as an option, moving forward, but it's not something I think I'd want to do inside the Thirty Day Challenge, but as your business grows and as you continue to want to get more traffic and different sorts of traffic to your site, these two search engines are definitely worth looking at to put up some Pay Per Click campaigns.



Facebook

[Starts at 00:01:58]



Now the one thing that Ed spoke about very, very briefly in Day 18 was Facebook and the **Demographic Pay Per Click** available throughout the Facebook network.

A lot of you are probably on Facebook and have played around inside Facebook and seen the ads on the right hand side here. There are a couple of different ads available now: you've got **Surf School**, you've got **Internet Strategy Club** and you've got a **Malaysia** one that's come up. These have come up based on **demographics**, it's **not keyword based**, so it's quite a bit **different to the Google scenario** where you're having your ads displayed for certain keywords. Not only are these ads based on keywords, but also demographics.

What I want to do is **not show you how to set up a Facebook Pay Per Click campaign**, but just sort of an **overview of a campaign in progress** so you **get an idea of what's possible**, just to keep that in the back of your mind.

A Sample Facebook Ad Campaign

[Starts at 00:02:57]



This is the interface for setting up and designing an ad inside Facebook.

The top section, which is section 1 here, is very, very similar [to Google] and pretty straightforward. You put in the **destination URL**, the **title** for the advert, the **body text**. You can also **add an image** to the ads in Facebook, **unlike the text ads on Google and Yahoo and Bing** - Facebook allows you to put an image, which **can be very enticing and draw the viewers eyeballs** and get that click through.

It's a similar sort of billboard analogy that I used from the Content Network from Google, in that people won't be searching for sleeping bags inside Facebook, but if they're on a page that talks about sleeping bags then this ad may appear and get the click through - so it's that **billboard** style advertising.

The really, **really cool thing that Facebook offers is the targeting aspect**. So we can again, select the **location** of the Facebook user - in this example we're looking at **Australia, USA and Canada**.

What we can then do is **choose by age**, so we can **actually target users of Facebook in a certain age bracket**. Now because I'm **trying to sell children's sleeping bags** I'm going to try and **target** people **between the ages of 26 and 45**, because it's **this age bracket that will**



most likely have children and will most likely be the people who are making the purchase of the sleeping bag. I'm going to **target both male and female users** of Facebook.

I can, again, **select the keywords**, which will be **camping, sleeping bags, children** and whatever **other keywords I think will be relevant to trigger this advert**.

I can select **education levels of the users**, I can **even select where they work**.

Ads can be targeted to **Relationships** - are they **engaged**, are they **married**, are they single? I'm going to just target engaged and married people. Yes, single people and people in a relationship can have kids, but **I want to try and get as targeted as possible**, and there will be some wastage and misses, but it's more likely that people who are engaged or married will have children and be wanting to buy these sleeping bags.

You can select what **language** they use. You can even **select and target different [Facebook] groups**. So if people are in a camping group inside Facebook - they're a member of the I like Camping Facebook Group - you can have that as a target as well.

Then what is amazing is that **Facebook then comes back and tells you how many people match or fit that criteria**. So currently, out of all the Facebook users there are 740,460 people who live in either Australia, USA or Canada, are aged between 26 and 45, who like camping, sleeping bags or children and who are engaged or married. So there's quite a large amount of people inside Facebook who meet this demographic.

Depending on what niche you're in, you can get very, very specific in trying to target people you're niche is relevant to. **Unlike throwing a TV commercial on in prime time**, where you get a **lot of wastage**, this is very, very targeted billboard advertising. So this is definitely worth considering as you move forward.

Then the last part of the Facebook application is you can then choose your **cost per click** and your **daily budget** and so forth, in a similar sort of way you can with all Pay Per Click programs.

Wrap Up

[Starts at 00:06:30]

So that's just a quick overview of some of the other options that are available online when it comes to driving traffic to your site. There are plenty, plenty more but there are resources online beyond the Thirty Day Challenge for those sorts of education.

Thank you again for sticking with me over the last three or 4 days and going through the Adwords program. If you have **any questions, that's what the forums are for** - there's been a great involvement discussion already from everybody in the Thirty Day Challenge community. **Caro, myself and the rest of the moderators are there to answer your questions**, but even the other Thirty Day Challengers are giving some fantastic feedback and questions and discussions there too.

So if you've missed anything, if you're confused by anything, if you haven't been able to understand my accent - download the transcripts - if they still don't make sense, **jump on the forum and be part of the community there**.



One really quick pitch for the **Kiva Auction** - that's **coming up in a couple of days**, with all the money going to Kiva. If you haven't already bought a t-shirt from the Thirty Day Challenge store or whatever it might be, **please support and donate to the Kiva Foundation**, because it's doing a wonderful thing to **help other entrepreneurs around the world** grow their businesses, no matter what it is.

So thanks again, I'll see you on the blog and we'll continue through this Thirty Day Challenge adventure together. Thanks guys!

Summary:

Yahoo

- Pay Per Click
- Similar principle to Google
 - o **Keyword** Targeting
- Less Traffic
- Less Competition
- Less Expensive

Bing

- Pay Per Click
- Similar principle to Google
 - o **Keyword** Targeting
- Less Traffic
- Less Competition
- Less Expensive

Facebook

- Pay Per Click
- Targeted by **Demographics** as well as **Keywords**
- Example **Demographic Targeting** Criteria
 - o Location
 - o Age
 - o Education Level
 - o Workplace
 - o Language
 - o Membership of Specific Facebook Groups
- You can also add **images** to ads
- **Number of users matching your criteria** is provided

Links:

Google Adwords - <http://adwords.google.com/>

Click here to create your Google Adwords account.