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acquiring customers ONE PIXEL AT A TIME

Announcer: You're listening to Perpetual Traffic with Keith Krance, Molly Pittman, and Ralph Burns.

Keith: Welcome to the Perpetual Traffic podcast. It's Molly Pittman, Vice President of Digital Marketer and Director of Paid Traffic for Digital Marketer; Ralph Burns, COO and Managing Partner of Dominate Web Media; and myself, Keith Krance, Founder and CEO of Dominate Web Media. I'm also the author of "The Ultimate Guide to Facebook Advertising," which is a book that's in Barnes & Noble stores all over the world. It's a number one book on Facebook advertising published by Entrepreneur Press. [On the show, the last episode, we talked about the future of paid traffic.](#) Please go back and listen to that show if you haven't quite yet, but that's the premise of this entire show. We're going to be showing you how to put together automated systems where you can literally build a perpetual traffic machine.

Bree (recording): Okay, what does this all mean?

Ralph (recording): All right. This means that you've got sales.

Keith: A machine that is perpetually generating traffic, bringing in traffic and generating new leads and, of course, generating new customers. But you're doing that while you're building a relationship and creating goodwill with your audience all along the entire way. This is where you need to be. This is what Facebook wants. This is what YouTube wants. This is what Pinterest wants. This is what all these social networks want you to do. They want you to be improving the experience of the end user. We're so excited about this show because this show is going to show you how to do that.

Bree (recording): It's crazy. Have you seen how fast my page's Likes have grown? I just have it in front of these four little audiences and it's just non-stop. Every day I'm like, "Oh, I'm at 57,000," "Oh, hey look, today I'm at 58,000, wow." It's growing 1,000 a day sometimes. And that's how it was for me on Instagram.

Keith: We're not just going to be showing you shiny objects every single different episode and interviewing different experts with their shiny object. We're going to be showing you what's working in the real world, how we've used it with our business or our client's business, how Digital Marketer has used it in one of their 23 different companies that they own, and we're going to be showing you the mistakes that we've made along the way.

Super excited, once again. Guys, welcome to the show, Ralph and Molly.

Molly: Glad to be here.

Ralph: Glad to be here, too.

Keith: On today's show, we're going to go really deep into what building relationships one pixel at a time really means. Molly's going to show you exactly how we're doing this in the real world.

Molly: We're going to talk a lot about how you automate this relationship building that we're talking about through different traffic campaigns. It's really understanding different levels of audience or different traffic temperatures. We have three different levels of traffic: cold, warm, and hot.

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The cold audience, logically, those are people who you've never met before or who you barely know. The warm audience would be more of your acquaintances. Maybe they've read your blog or maybe they visited your YouTube channel. You've had some sort of two-sided interaction with that person. Then your hot audience is going to be buyers, your brand evangelists, and people who have bought and know you very, very well.

That's the premise for this system and how you should look at building these relationships. Those are the three steps, the cold, warm, and hot traffic temperatures.

We're going to talk about different offers you can make. What would you actually offer a cold audience? When is it appropriate to ask them to buy something?

I think it's really important to keep in mind that these would be essentially different traffic campaigns. You could have a Facebook ad running to a cold audience to introduce yourself and maybe you're retargeting them on YouTube once they have become an acquaintance, once they've become a warm audience.

This definitely isn't platform-specific and it's not black and white. It's definitely a bird's eye view of how you should look at using traffic to build these relationships and move someone from a cold person who doesn't know you to your best repeat buyer.

Keith: Just a few days ago, we had a call with one of our clients who we manage Facebook ad campaigns for. He's a smart dude and has a very successful business. We've been trying to pitch him, really sell him, on this process. It's a strategy of engineering a process to warm your audience up and then retarget them back into your funnel.

His problem is that he wants leads. They've got a product that's got a pretty expensive install fee and then there's a pretty hefty monthly fee. They have salespeople who sell this. They're like, "My guys need leads. We need leads. We don't have time to do this long-term approach." They've been saying this for a year now.

We always talk about how this is really building a foundation. It's a great long-term strategy but it's also a great short-term strategy.

Ralph: Hopefully all the things we talk about - not hopefully, but definitely - we're going to keep it as simple as possible because cold, warm, hot is simple but it's totally the way that this whole thing works.

The client who Keith is talking about has been frustrated by the fact that he hasn't been able to generate leads for his business. But just a year ago on the platform that we're advertising from, we were getting leads. We were getting appointments for his salespeople. So it's changed that rapidly just in the last six

months, which is one of the reasons why we wanted to start this show here, to keep up with what's going on and also predict and see how things are going to be going in the future, which is a really important concept.

But what we're finding is that using the stuff that Molly is going to be talking about here today is that cold, warm, hot, as simple as it is and brilliant as it is, actually really does work.

This client who attended one of our events and we've done some calls with him in the past, we're getting a dollar lead in a not hugely competitive industry. They have a really good system in the sleep industry for kids, specifically, and really tired moms and dads who have little toddlers and newborns.

They were getting a dollar lead for a fairly complex lead magnet that requires a questionnaire. But as soon as they started using the strategy that Molly's talking about here today, they started to get 12 cents per pixel, which Molly will talk about quite a bit. But now the leads that they're getting off those pixelated audiences are 45 cents.

Keith: Ralph, just read the e-mail we got.

Ralph: Absolutely. "I just wanted to say thanks for the advice and the idea to send cold FB traffic to a blog post and pixel then retarget. It's working like gangbusters. We were getting leads for around \$1 using the old system which was pretty good already, but after we tried that new system, here's how it's breaking down.

"Warm-up campaign, we're paying for engagement but measuring clicks and pixels. We're paying 12 cents to pixel somebody,"

which Molly will explain exactly what that means in a second. "Follow-up lead gen campaign is paying for clicks to website now. Might try conversions later. Cost to acquire a lead off those pixelated visitors from step one is 45 cents but we've also noticed the leads coming in are better quality," and that's the big, big point here, guys.

You can spend more for a lead, potentially, if they are of higher quality, because they've already been warmed up through this cold, warm, hot system and they end up becoming better customers for you and high-paying customers for you because they see the value in what it is that you're doing. It's a really important thing to remember. It's not necessarily the amount of leads; it's the quality of the lead. In this case, this is proof positive that this strategy absolutely works.

Keith: As Molly will show you, those 12 cents per pixel, guess what? They're generating so many more of those people onto their invisible list. Let's say they generated 100 leads. They might have generated 1,000 people to that website, that custom audience which is an invisible list, so you're building those assets. You have to think of those as assets.

If you implement some of these things we talk about, you can cut your lead costs in half and increase the quality of them. Is that going to happen for you exactly? Not necessarily. You might cut your lead costs by triple. It might go to a third. You might barely even cut your lead costs.

Maybe if you don't implement it quite the right way, it doesn't resonate the first time, maybe it doesn't work or maybe you don't cut your lead costs at all, but I guarantee if you do this, even if you don't cut your lead costs initially, you'll get higher quality leads. I guarantee that. There's no way around that.

Ralph: And in some cases, you might actually get higher-cost leads. Everyone wants to talk about these low-cost leads, but if you get a higher-cost lead that ends up to be a customer, then especially if you're ROI-ing on the back-end, you're making money on the back-end, it's all worth it. That's the whole system behind this.

Bree (recording): I've never seen as many sales for this product as I have now. It's incredibly consistent. This has been the biggest seller right now because actually this is the only product - I have a bunch - that I'm actually doing this much retargeting for, this many ads for, and it's obviously working.

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- Ralph Burns

Molly: The reason that traffic is moving to this new system that really leads with value and leads with content is because we're ultimately being forced to do so through traffic platforms.

Facebook has a relevance score now to really tell you, "This is what your audience thinks about your ad." It's a score out of ten. The lower the score, the more expensive and the less your ad will be shown to your audience. We are being forced to really create these campaigns that introduce ourselves to the audience and then ask and then really capitalize on the relationship equity we built, like we talked about in [Episode 1](#).

Just to get started, Keith was talking about the cost per pixel metric. It's something that we introduced at Traffic & Conversion Summit in February and a lot of people were really interested because as traffic platforms become more crowded and traffic becomes more expensive, it's very, very, very important that you're putting little snippets of code that you would get from Facebook, Google, SiteScout or really any traffic platform.

You can put this little snippet of code on your site and it will start to collect data. It's collecting data on the people who have visited your website. In Facebook, they call them website custom audiences, but we have a list of hundreds of thousands of people who have visited DigitalMarketer.com. It's kind of like having an e-mail list inside of Facebook which is really, really cool.

We can run ads to those audiences at any time, so we're building media. In a year or two years, when traffic is more expensive and more competitive, we will have these audiences to leverage and we know that the audiences are high-quality because they were interested enough to visit our site.

That really leads into this idea of the cold, warm, and hot audiences and how you should really use traffic to ascend someone and build that relationship, because one of the big goals for that first layer, that cold traffic when you're really introducing yourself to people who have never heard of you, you're giving them something of value.

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– Molly Pittman

Again, in the show notes, definitely download the resources because we do have a list of different offers that we would suggest making to a cold audience. By offers, I mean you would want to run things like blog posts, content videos, even maybe traffic to a podcast or a case study, something that's really going to give your market value and a way that you can get them onto your site or onto a platform, even like YouTube so that they could follow you on YouTube or subscribe to your YouTube channel.

You want to be able to speak to them again later. Maybe they like your Facebook page. Getting them to your website really is the best with something like a blog post. You'll see in Episode 4, Betty Rocker does a great job of running traffic directly to a blog post on her website and she gives these people value.

Bree (recording): I'm so excited because all of this website custom audience that we've been building on this blog post that's so killer and gives people such a great introduction to my brand, to what value they can find in my products and programs and how they can connect with me, that audience is one of my most important audiences and I'm not targeting them at all for anything.

Molly: They know that she knows what she's talking about. They enjoy what she's talking about if they continue to read it, and she does make a call to action in the piece of content which is generating leads and sales for her business. But she's not relying on that specific cold traffic campaign to make money. The great part about running content on cold traffic is it's not that expensive. The clicks are cheap. That's really the cost per pixel. What is the cost to get someone to your website?

In our space for Digital Marketer, we're marketing to business owners. We're marketing to marketers. It might cost us 30 to 50 cents to really pixel someone. But that's okay because we've tested this system, or I wouldn't be teaching it to you guys, and we've found that by making that the first touch point with someone who you've never met before, we're actually going to get better results down the line because they're 38% more likely to buy on the sales page when you do ask them for money, which is very, very important.

You're paying a little bit more upfront to cold traffic because your goal is to pixel these people. Your goal is indoctrination, to introduce yourself. "We're Digital Marketer. This is what we're about," or, "I'm Betty Rocker and I'm a fitness expert."

Molly: That is the goal of cold traffic. You can also figure out a little bit more about them. Our market and what we talk about is digital marketing, but we do have some smaller markets beneath the idea of digital marketing. That's pretty broad. If someone clicks on a blog post about e-mail marketing, then I know they're specifically interested in that and I can make them a more related offer down the line.

Really, those are the three goals of cold traffic. Pixel the visitor, introduce yourself and indoctrinate them to your brand, and you also might be able to segment them and really figure out something specific that they're interested in.

Keith: Yes, and the thing is what's happening right now with Facebook is some people are frustrated because they've gotten their account shut down or they're getting a lot of their ads disapproved, those types of things. I can't guarantee you success of your Facebook account, but if you really want to be on the best graces with Facebook, it is doing this exact strategy.

Basically, Facebook has rolled out a relevance score which is similar to Google AdWords's quality score. There are different things that affect this, like the amount of negative feedback - that'll lower it - or the amount of comments and shares. Shares is a big one - that'll increase your relevance scores - or the amount of people who click your ad, go to your website and bounce right back to Facebook. If somebody bounces back five, ten, 15 seconds later, that's a high bounce rate and that affects your relevance score.

Molly: Right, Keith. Like I said, these cold audience campaigns really give you a chance to have those high relevance scores and show Facebook, "I am providing value to my audience."

Ralph: If you're in any kind of niche, let's look back to one particular client who actually got his Facebook ad account banned. We were approaching it in a very different way back then. This was before relevance scores and so forth. But in the hard-core business niche with certain overlays for income and the most competitive niches possible, six months ago, we were getting about \$4.99 per click to his website. That's using the old way of doing things, straight to a lead generation or to a registration for a webinar kind of campaign.

But now, the same guy using this different strategy and the strategy Molly's talking about here is 29 cent clicks to the website. And the best thing is every time somebody clicks to his website, it creates this silent list of leads. He's getting them for 29 cents as opposed to registrations he was getting in the \$20 to \$30 range prior.

Even in the hard core business niche, if you're listening to this, you're saying, "Yeah, that's all great, but my niche is way too competitive," it can absolutely be done. You just have to do it in the right way.

Keith: When he says "leads", those aren't actually leads that are going into your database. You don't have access to their personal information or their e-mail. These go into your invisible list, your Facebook custom audience.

You might have 1,000 visitors so you now have 1,000 people who you can run a Facebook ad to that's maybe more promotional, that maybe does go to a webinar registration page or lead magnet landing page. But the only people who are seeing that are people who have already read that article, like I talked about in the first episode.

Now what is that content piece doing? What is that doing? That is where you're shaking the guy's hand at the party and you're giving him that tip, but you're not selling him. That piece of content is shaking his hands and giving him in the tip. Then the next day when you see the billboard of them offering that

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financial analysis or free evaluation, guess what that is? That's the next ad that's showing it's maybe taking them to a lead magnet, to a webinar registration page or something like that. See how we're taking the real world experience and moving it online?

Molly: Definitely. Even an example from DM, we would run an ad to a blog post. "Hey, do you want to learn all about Facebook pixels?" That's a big pain point for a lot of people who run traffic. We send them to the blog and educate them. That's how we introduce ourselves.

Once we do build up these audiences on these traffic platforms, we have our warm audience. And not just the audiences. Facebook Likes, YouTube subscribers, any touch points that you have with these people where it was sort of a two-way street. They liked you back or they clicked. They took an action, too. Those are your acquaintances and those are your warm audiences. These are the people who have a little trust in you and you have built this relationship equity so you can ask them for something.

You can make offers to them. Send them to a lead magnet to opt in. The people who visited the blog post about Facebook pixels, we made them an offer, "Hey, do you want to download our Facebook ad templates in exchange for your e-mail address?" That is only logical. You read a blog post about Facebook advertising? You must want our Facebook ad templates, right? That was a great offer to make to our warm audience.

Anything from that to GoDaddy, I was on their website, hopped off. They made me a \$1 trial offer, if you have something like that. There are lots of different offers you can make to your warm audience. Maybe you have a free trial or maybe you want to do a product demo or even if you want to make them a low-dollar offer. If you're running a flash sale, that's a great offer to make to your warm audience.

I know that you'll find in episodes four, five and six, Betty Rucker, she's retargeting her warm audience with testimonials. She's in the fitness space, so testimonials and other people's results, that's a big deal and that's a great, great idea. It's really just a video. That would just be a branding video to help overcome any doubts. That's a great offer to make to warm traffic as long as you know that they have seen that offer which, in her blog post like we talked about, she does make them an offer, so that video only logically makes sense.

Bree (recording): I just refused to go the traditional Internet marketing route and did my own thing. They were like, "You're crazy. This is not going to work," and it did because it's social media. It's just different, because it's just my generation of how we communicate.

Molly: Really, the goals of your warm traffic campaigns are to generate those leads for your business or to make those low-dollar sales. Again, it doesn't have to be platform-specific. Maybe we're running ads to content on Facebook and we're retargeting them on YouTube to ask them to opt in.

That's really where this becomes a big web system. We're not following you but we're building our relationship with you based off of the last action that you took, and it might not be on the same platform where you found us.

Keith: Exactly. We're bringing people from Twitter right now, stuff running in the background just to content. Twitter, typically, is a lot more difficult to get conversions off of than Facebook. The targeting's not as well and you have a few characters there that you can use. That's a little bit different than a Facebook ad. But what you can do is you can use it to bring that cold traffic to your content for blogs.

Pinterest, building infographics, taking people from Pinterest to a blog post or just taking a blog post that you've done and turning that into a really great designed infographic and amplifying that with Pinterest. But we'll go into more of those details down the road for sure.

Molly: Definitely start thinking, "What is something specific?" I start with a blog post, like I said, about Facebook pixels that I'm going to make an offer to opt in about these Facebook ad templates. See how congruent that is based off of what they showed interest in, in the beginning.

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how we communicate.

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- Bree Argetsinger
The Betty Rucker

Moving more into the hot traffic and sort of wrapping up the system, those are people who bought from you. One of the goals of hot traffic is to activate them. Maybe you haven't heard from them in a while or you just want to get in front of them and remind them that you're there. That definitely is a goal of hot traffic, activation.

Then another is to increase the customer value. Do you have a product or service that they can purchase again or do you have something else in your product line that you can sell to them? Maybe you have a done-for-you service. Even from an agency model, "Hey, you just showed interest in Facebook pixels, then you opted in for these Facebook ad templates and then you bought the course, but do you just want me to do this for you?" That's a great offer to make to hot traffic.

Really, the hot traffic realm, a lot of businesses don't take advantage of that. They're using traffic to brand themselves, get people in and acquire those leads and acquire those customers. That's great, but they don't think about how you can also use traffic to monetize and further monetize people who have already bought.

We found a lot of success and had some of our highest ROI campaigns from people who were already buyers. A great example of this for our Traffic & Conversion Summit event, I just uploaded everybody who had bought Traffic & Conversion Summit tickets before. I ran an ad that said, "Hey T&C alumni, let's do this again."

That ad made us a ton of money and it took no time, and really, we were not taking advantage, but we were just capitalizing on the fact that they had bought before and we wanted to get back in front of them.

You can really see, guys, how you use cold, warm, and hot traffic to move people and to build this relationship. All the while you're building these pixelated audiences that you can leverage later. These people who go through the system, they're buyers. They're brand evangelists. By the end, they've really gotten to know and trust you.

Really all it takes is for you to look at it from a bird's eye view and say, "Did I provide value at the front? Did I offer them something specific that they would opt in for or that they would buy? Then once they became a buyer, did I really make sure that I increased the customer value as much as possible?"

Ralph: I think the thing that people forget about with traffic is on that far end of the scale, or I guess in the middle of the bull's-eye is the hot side of things. The ROI on those ads for previous buyers, that's just an incredible ROI.

There's congruence in everything that we're doing here, even starting from the cold traffic source to the blog post to the offer. In Molly's case, somebody who is interested in Facebook advertising is going to be interested in a Facebook blog post. If they're interested in a Facebook blog post, then they're interested in their lead capture for understanding Facebook pixels.

It's that congruency that you can really create on the front-end. Then once you bring them in, obviously you're going to be offering them more offers that are congruent with what their initial interest was. It's such a key point and with the targeting that's available now in these ad platforms, especially Facebook, you can do that so easily. You can really do it without a whole lot of technical knowledge.

Keith: We're going to run out of time for this episode so we're going to go ahead and wrap it up there. Just make sure you get on the next episode so you can hear a little bit more of how to build that foundation with your audience, and then stay tuned for the Betty Rocker case study. That's going to be a lot of fun.

If you've enjoyed the first couple of episodes, we'd love for you to leave a review. [Just go to iTunes](#), leave a review and leave some honest feedback. That helps the show. It helps to get it out to more people, those types of things, so we'd love for you to do that.

But other than that, if you want any more details on specifics, like how to get around the Power Editor and how to do some of this stuff, we've got tons of execution guides on how to implement all this stuff. You can get access to that for a \$1 trial.

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If you want a ton of specific tutorials on [Facebook Ads University](#), we've got massive tutorials and we run webinars every two weeks on Facebook advertising strategies. We've got checklists and tutorials on how to do this stuff.

If you want to get inside also the private groups, not only access to these trainings, but you're getting access to Molly, you're getting access to Ralph and me to get your questions answered right away, so make sure you join those groups if you're not already a part of those. You can find all that stuff out at [DigitalMarketer.com](#) and [DominateWebMedia.com](#).

Hope you enjoyed the episode. Talk to you soon.

Announcer: You've been listening to Perpetual Traffic with Keith Krance, Molly Pittman, and Ralph Burns.

If you'd like to get all of the resources that we mentioned in this show and check out all the show notes, click below or go to:

[Dominatewebmedia.com/ep-02-acquiring-customers-one-pixel-at-a-time](https://dominatewebmedia.com/ep-02-acquiring-customers-one-pixel-at-a-time)
