Social Media Ads for ISOs

How To Craft Effective Social Media Ad Campaigns For Your ISO Business.

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Social media accounts for Pearl Capital are managed by Grant Pastor
Three Goals for Social Ads

Drive Prospects Deeper Into Your Marketing Funnel
“Buy Now!” doesn’t typically work for merchants. It also rarely works for financing decisions. Use social ads to drive prospects to the next stage in the funnel. Learning more about your ISO business, MCA, and more.

Build Your Audience
Social ads are fantastic for attracting a highly relevant and targeted audience for your ISO business. Done well, social ads can help you develop a following of thousands of merchants.

Grow Awareness and Engagement
Social ads are perfect for ensuring that merchants always have you top-of-mind. And when the time comes for them to need an MCA? You win!
Eyeballs and Ear Drums

*Your Ad is Worthless Unless the Right Audience Can See or Hear It*
Eyes & Ears on Social

20% of all Internet Time

Source: comScore 2017 Cross-Platform Future in Focus
Google Ads

- Presented to an audience based on expressed or inferred intent.
- Simplistic Targeting: Location, Language, Keywords, etc...

*But what if a merchant doesn’t know they need an MCA yet?*

Google Ads are one step removed from only calling on merchants that are on a UCC list.
Social Lets You Define Your Audience

Who do you want to respond to your ad?

See "All That We Share" https://www.youtube.com/watch?v=jD8tjhVO1Tc
Targeting on Social

Demographics
Target merchants “based on traits like age, gender, relationship status, education, workplace, job titles and more.”

Interests
Target merchants “based on what they’re into, like hobbies, favorite entertainment and more.”

Behaviors
Target merchants “based on their purchase behaviors, device usage and other activities.”

Location
Target merchants down to the zip code or their proximity to your location.
Why Targeting Matters

Poor Targeting is a Campaign Killer

- Unqualified prospects click, driving up CPC and total ad spend.
- Some may waste your time in your sales funnel.
- Bad stats will cause you to kill otherwise effective campaigns.

The targeting on this ad should exclude people who already have a bachelor’s degree. It should especially exclude those with master’s degrees.
Targeting Essentials for ISOs

Must Haves
• Job Title – Owner
• Industry - Your target market(s)
• Location - Wherever you do business.
• Language - Make sure your prospects understand your campaign.

Should Haves
• Company Size – Employees or Revenue
• Income Level – Personal Income
• Lines of Credit – How many loans or credit cards do they have open?

Nice to Haves
Consider targeting based on merchants’ interests and other attributes. Example: What Facebook pages do they like? Who do they follow on Twitter?
The advertising systems on social networks allow you to drop a tracking pixel or a “Insight Tag” to your site or landing page to:

- Automatically add site visitors to your audience
- Track campaign conversions
- Gain valuable insights about your site visitors
- Initiate remarketing campaigns
Don’t Forget Your List

If you already have a list of quality prospects make sure you convert them to social.
Use Your Existing List(s)

Great Way To Get Around Spam Filters
Since the social network will be handling the delivery of your messages there’s no risk of being black listed for spam.

List Size Matters
Social networks rig the game a bit by requiring you to target lists numbering in the thousands. It’s okay to start small and grow over time.

Clean Your List
You want your list to be big enough to be effective but not so big where it’s too broad and watered down. Weed out the dead leads before you upload to social. Ask yourself “Does this list match my specific target market?”
Go to: https://www.facebook.com/ads/manager/audiences
Expand Using Lookalikes

Beware of Huge Lookalike Audiences
Go to: https://business.linkedin.com/marketing-solutions/ads
Go to: https://ads.twitter.com
Go to: https://ads.twitter.com
Know Your Merchants

Generic Ads Get Generic Results
Use Copy That Resonates With Your Target Audience

What terminology does your audience use?

- Do they call their customers clients, diners, guests, patrons, owners, drivers, users, members....?

- Slang terms and industry specific acronyms can help your copy stand out.

- Is your audience more likely to be urban, rural, suburban? Are you targeting merchants in the Northeast, the South, Midwest, or the West Coast?
Why Are They On Social?

What problems are *they* trying to solve for *their* business on social media?

- Customer service?
- Sales?
- Recruiting?
- All of the above?

Promote solutions to the merchant’s problems.
Photos and Video

Images Activate Merchant’s Brains
How does your target merchant see himself?

- Most campaigns allow for several images to be used. Try variations on a theme.
- Match the action in the photo to the message in the text.
Be Recognizable

Stop The Coffee Shop Owner Trend
Very few merchants are coffee shop owners. Stock photos are great, some are really great, but find ones that POP!

Resource: https://unsplash.com/

Be Consistent With Your Imagery
In an ideal world merchants should recognize your campaign at a glance. That comes with time and consistency.

Resource: https://www.canva.com/
Take Advantage of HD Screens

Merchants LOVE Video
• Share simple video from your smartphone with your thoughts.
• Use an online service like RendrFX to easily turn stills into video or choose from stock footage.

Resource: http://www.rendrfx.com/

PRO TIP!
Add captions to your video.
Play Moneyball

Look For Advantages In Overlooked Places
Use Common Hashtags

Why Do Merchants Use Hashtags?
Hashtags are a mechanism to improve the discoverability of content on social networks. Think of them as descriptors and search helpers.

Go With The Trend
It’s tempting to try to use your own hashtag for promotion but if no one is searching for that tag it is likely wasted text. Research what hashtags are used commonly by your target market.

Recommendation
• Research Hashtags Example: http://hashtagify.me/hashtag/smallbusiness
• Go to https://klout.com and research some of your target merchants. Click into their areas of influence.
Don’t Fight Fire With Sticks

Start Small and Test Often

Don’t copy the big dogs. You don’t have their budgets or their mass market focus.

Focus on building a core audience and promoting to a well-defined target market.

Use your personality and unique style to stand out.
### Most Shared

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<td>Controversial merchant cash advances come at a high cost to small businesses</td>
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<td>Planning on Merchant Cash Advance Advertising? Paid Advertising is your solution!</td>
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<td>localmarketingstars.com</td>
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Qualifying Leads

Don’t Waste Time On Merchants That Aren’t Qualified If You Can Help It
Landing Page Musts

- Describe your target market.
- Describe your funding options.
- Describe your minimum servable merchant.
- Have a CTA for the next step.

Recommended Calls To Action

- Schedule a Call – Try https://acuityscheduling.com/
- Fill Out This Form – Use a form builder on your website, Google Docs, or Acuity to ask action-based questions. Your goal is to disqualify leads online before they waste your time.
For The Next Month

Your 30-Day Challenge
Next Steps

1. Create your target audiences on Facebook, Twitter, and LinkedIn. Be sure to upload your lists.
2. Create your landing page on your site or Acuity Scheduling.
3. Experiment with a series of small dollar campaigns ($20/day or less) that encourage merchants to click-through, follow you, or engage.
Thank You

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