



Social Media Ads for ISOs

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

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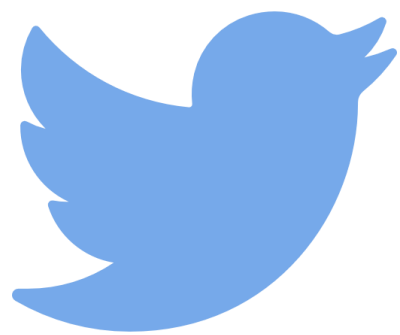
Follow Pearl Capital



Facebook.com/PearlCapitalBusinessFundingLLC



LinkedIn.com/Company/PearlCapitalBusinessFundingLLC



Twitter.com/Pearl_Capital (Use hashtag #PearlSocialAds)



Instagram.com/PearlCapitalNYC

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

Why Advertise on Social vs Google?

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.



Who do you want to respond to your ad?

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.

Suggested Post





 **Strayer University**
Sponsored · 




Ensuring a better future, growing his career and setting an example for his kids are Patrick's motivations for getting his bachelor's degree in IT. Are you ready to get your degree and make a change? Let's get it, America.



A Bachelor's Degree that Matters
We know what you can do. We've seen it in our students for 125 years. And today, it's your turn. Start transforming your life through a Strayer University education.

[Learn More](#)

   169 2 Comments 12 Shares 2.5M Views 

 Like  Comment  Share Hootlet



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?

Capture Site Visitors

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

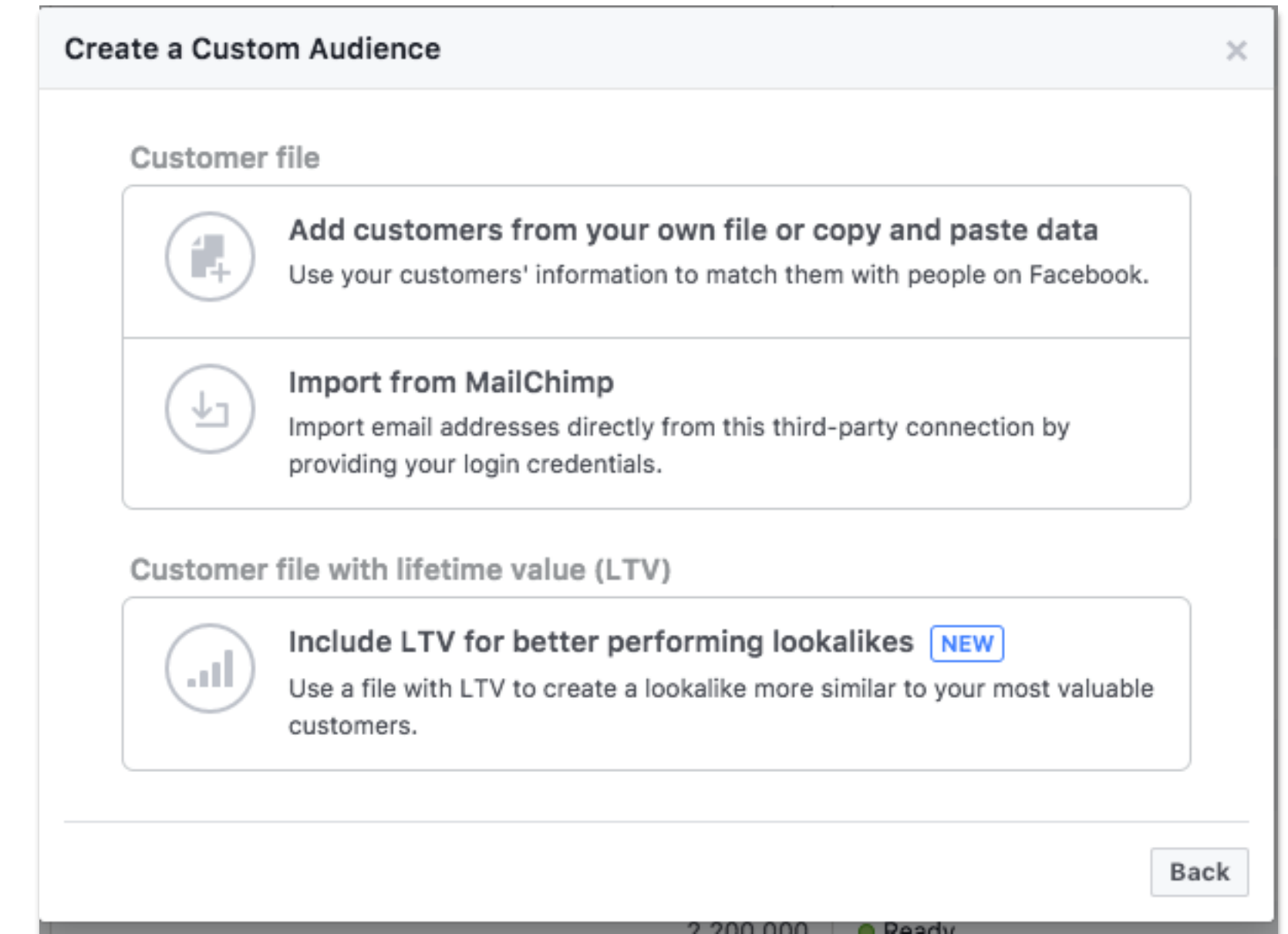
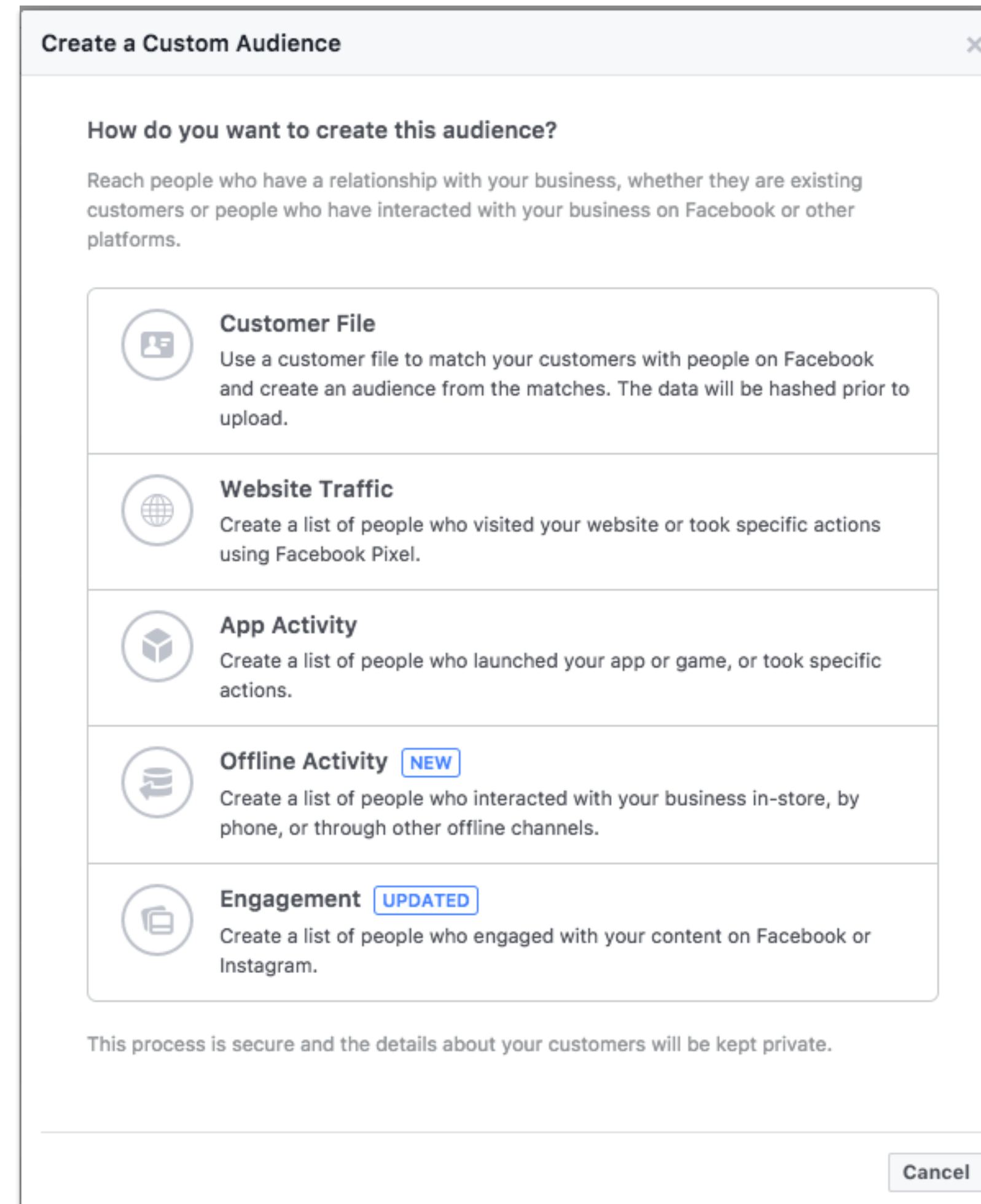
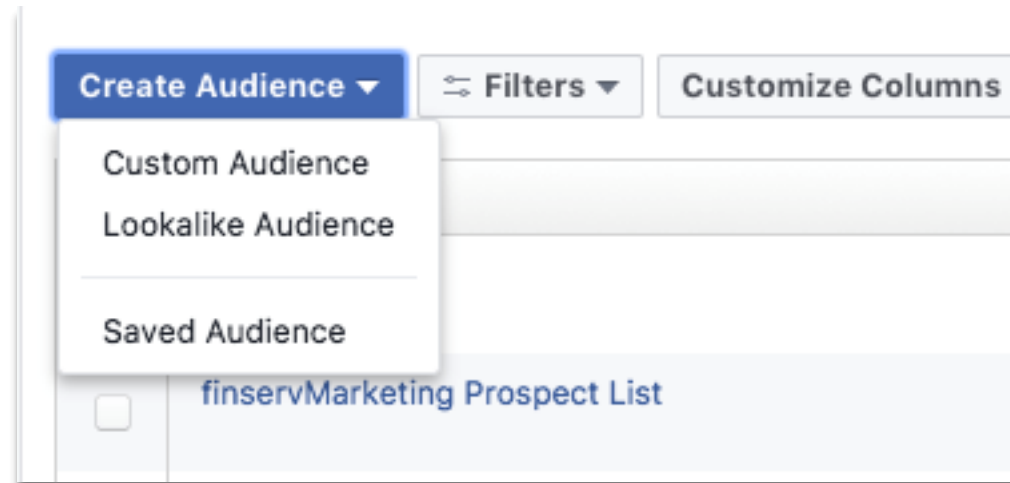
You want your list to be big enough to be effective but not so big where it's too broad and watered down. Weed out the dead leads before you upload to social. Ask yourself *“Does this list match my specific target market?”*



Upload Your List



Go to: <https://www.facebook.com/ads/manager/audiences>






Expand Using Lookalikes



Create a Value-Based Custom Audience



Get Better Performing Lookalikes with LTV

When you include customer value in your audience, our system uses it to weight your customers. Creating a lookalike from an audience with LTV allows our system to find people more similar to your highest value customers.

1

2

3

Add LTV to your Custom Audience

Create a lookalike

Measure performance against goals like return on ad spend (ROAS)

What is customer lifetime value (LTV)?

LTV is a value associated with your customers based on how much and how often they spend with your business over the course of their relationship with you. People with high LTV may be more expensive to acquire, but lead to greater value over time.

How does LTV improve my lookalike performance?

How do I measure and test performance?

[Learn more about how to prepare a customer file with LTV](#)

Cancel

Back

Get started

-- ● Audience too small

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

Source ⓘ

ISOs

Create new ▼

Location ⓘ

Countries > North America

Canada

United States

Search for countries or regions to target

Browse

Number of

3 ▼

Beware of Huge Lookalike Audiences

Audience Size ⓘ

0

1

2

3

4

5

6

7

8

9

10

% of countries

Resulting audiences	Estimated reach
Lookalike (CA, US, 1%) - ISOs	2,330,000 people
Lookalike (CA, US, 1% to 2%) - ISOs	2,330,000 people
Lookalike (CA, US, 2% to 5%) - ISOs	7,000,000 people

Hide Advanced Options ▲

If you measure revenue per conversion or lifetime value for people in different audiences, you can create separate lookalikes with different ranges of similarity to your source. This allows you to bid differently for audiences with different conversion values. [Learn More](#)

Cancel

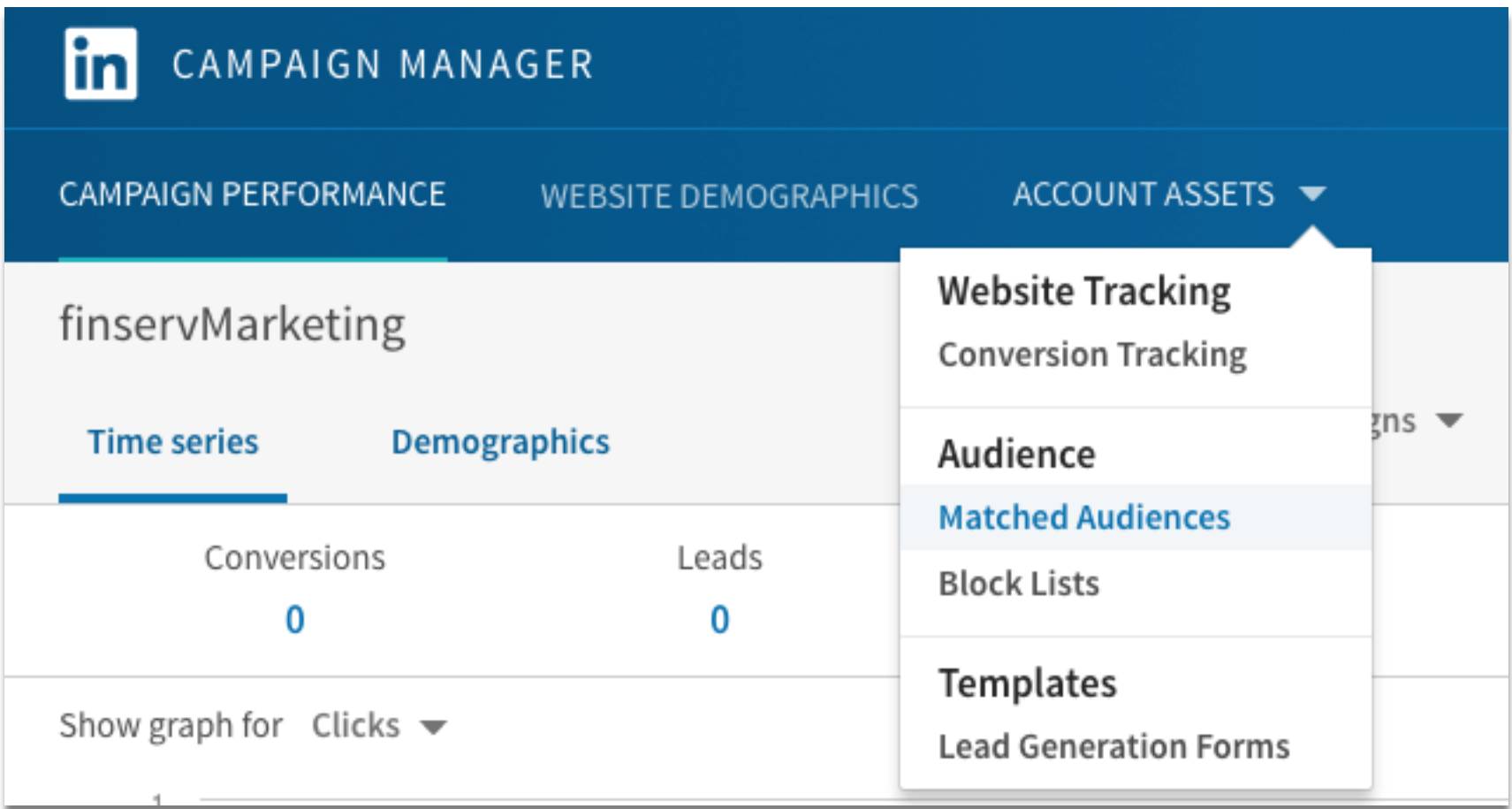
Create Audience



Upload Your List



Go to: <https://business.linkedin.com/marketing-solutions/ads>



Target a list of accounts or contacts

Audience name

ISOs

Upload list

☐ Match based on a list of accounts

☒ Match based on a list of contacts

File guidelines

- Max file size is 20MB.
- When uploading your CSV file, include only email addresses or hashed emails under the first column, including one contact per row.
- You can upload a list of email addresses (which will be locally hashed in your browser) or hashed emails using SHA-256 hex.
- You can utilize one of these [templates](#) to upload your email list.
- We recommend at least 10,000 emails (maximum 300,000 rows).
- After uploading, your list may take up to 24 hours to process.

Learn More

By clicking "Upload file", I agree to [these terms](#).

Upload file

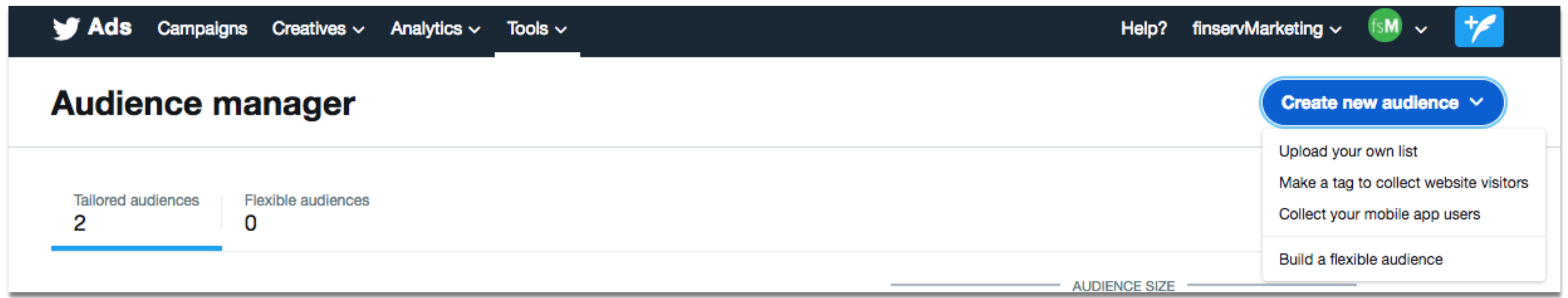
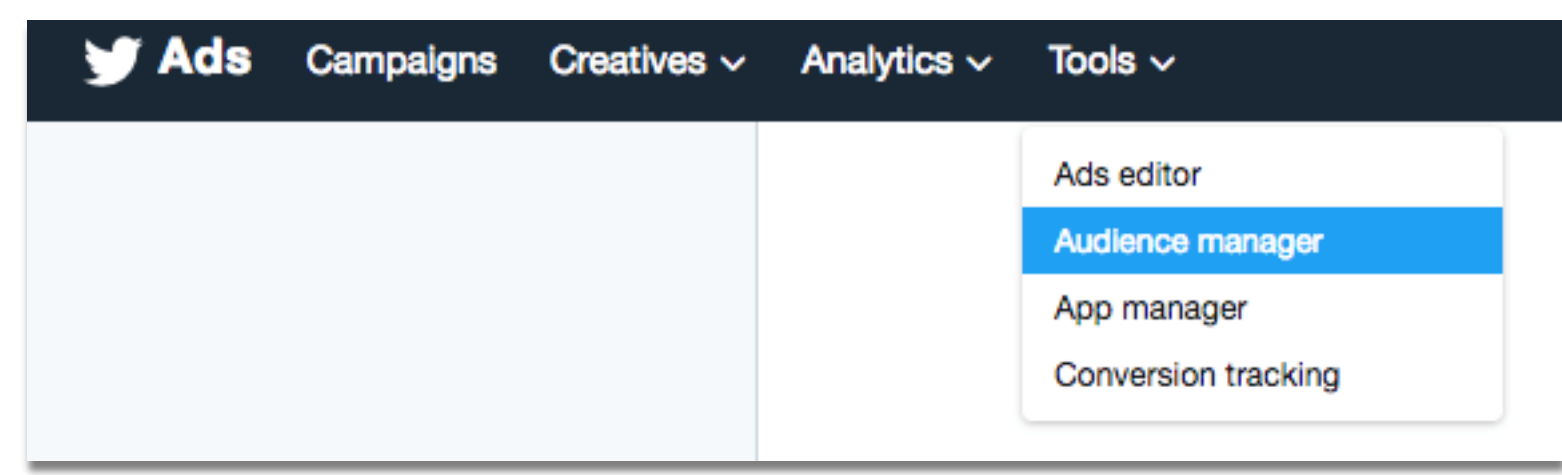
Next



Upload Your List



Go to: <https://ads.twitter.com>





Upload Your List



Go to: <https://ads.twitter.com>

[Audience manager](#)

Create new list audience

Audience details

Name your audience

Give your audience a unique and descriptive name.

e.g. "Mailing list completion"

Audience rules

Specify the type of data in your file.

What kind of records will you upload?

- ☒ Email addresses
- ☐ Mobile phone numbers
- ☐ Twitter usernames
- ☐ Twitter user IDs
- ☐ Mobile advertising IDs

Upload your data file.

Supported file formats are .csv and .txt. The maximum file size is 5 GB. Your list can be separated by new lines or commas.

[Choose the CSV or text file containing your list](#)

☐ The records in this data file are already normalized and hashed using SHA256.

About list audiences

List audiences are created by uploading a file containing your own data. Your records are matched with people who are active on Twitter so that you can target them in your campaigns.

Data security and privacy

When creating a list audience, the information in your data file is always hashed before it is sent to Twitter, and Twitter never reveals or shares the information in your list with anyone or any other service.

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



1,000 Words And Then Some

Use Photos That Depict Your Target Merchant Audience



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!**

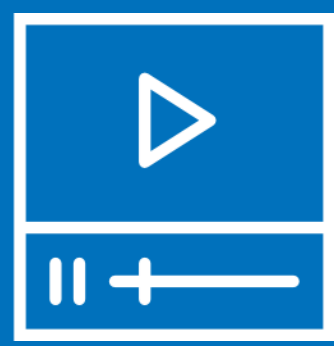
Resource: <https://unsplash.com/>



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.



Promote Interesting Content



Research Interesting Content On Buzzsumo.com

Most Shared

merchant cash advance

Search

Options

How to run an Advanced Search

Sort by Total Shares

Facebook Engagements

Linkedin Shares

Twitter Shares

Merchant Cash Advance – Quick Loans on Card Swipes | Capital Float Blog

By Rajath Kumar – Nov 24, 2016
capitalfloat.com

Save
View Backlinks
View Sharers
Share

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5 Big Reasons to Opt for a Merchant Cash Advance Loan | Capital Float Blog

By Rajath Kumar – Mar 24, 2017
capitalfloat.com

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Why Merchant Cash Advance is an ideal finance option for SMEs | Capital Float Blog

By Capital Float – Feb 9, 2017
capitalfloat.com

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Controversial merchant cash advances come at a high cost to small businesses

By Octavio Blanco – Dec 1, 2016
cnn.com

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Planning on Merchant Cash Advance Advertising? Paid Advertising is your solution! - Local Marketing Stars

By Oguz Konar – Apr 29, 2017
localmarketingstars.com

Save
View Backlinks
View Sharers
Share

279

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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.



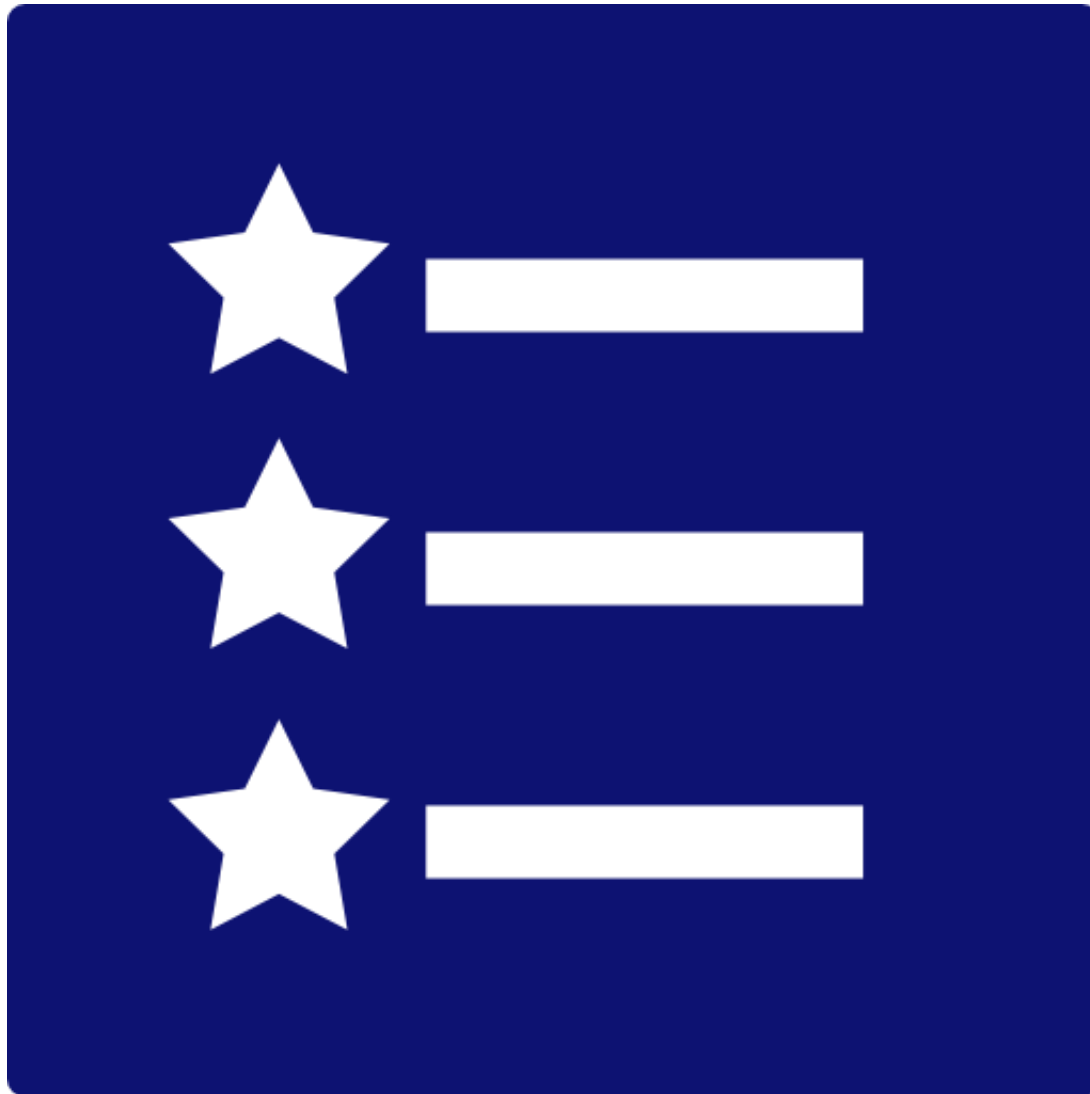
Recommended Calls To Action

- 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



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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