

Why Every SEO Should Use Facebook Ads with Dino Gomez

- Daryl Rosser: Hey guys, Daryl Rosser here, welcome back to another episode of Lion Zeal. Show, we are finally back again. And in this episode I'm sitting down with Dino Gomez, and we're talking about Facebook ads for SEO's. So why, as an agency owner, as an SEO you should be using Facebook ads in conjunction with SEO. And we're gonna break down not only why you should be doing it and the benefits of offering it to your clients, and how to offer it to your clients, we're also gonna break down how actually to grab that and create the ads. We're also create how to type in what the ad should look like and different things like that.
- So if you're a local business owner and you somehow stumble across this, it could be massively beneficial to you in how to use Facebook ads for your business. Or if you're an agency owner and you want to add Facebook ads as a service, this is really gonna help you package that up and really what exactly you should be offering and how to deliver amazing results for your client. So let's get into the content. I hope you enjoy the interview.
- Dino, thanks for joining me again on the show today. It's cool to have you back on, man.
- Dino Gomez: Hey Daryl. It's awesome to be back, bud. Thanks so much for having me.
- Daryl Rosser: So for anyone that missed the first interview we did together, do you want to start with a little intro as to who you are and what it is you do?
- Dino Gomez: Yeah. Absolutely. So my name is Dino Gomez. I'm owner and founder of Dynamic Internet Marketing, Inc. Which is a SEO agency. I also run a SEO blog, Dynamic 365. And simultaneously to all that I also run a podcast. The Six Figure SEO Podcast, which I'm not as good as Daryl about being nearly as consistent. But every now and then, I sneak in a couple of good interviews there as well.
- Daryl Rosser: You've been doing this a lot longer than me, I think.
- Dino Gomez: The podcast thing or-
- Daryl Rosser: Yeah. The podcast. I'm pretty sure you started it long before I started this.
- Dino Gomez: I think I started, I think a good year, year and a half before you did. But man, I think you were probably only on the scene for like six months, maybe four months before you just absolutely crushed me and surpassed me on the number of interviews and stuff.

Daryl Rosser: It's the weaker stuff. So anyways, you've been doing a lot of ... I've seen you posting a lot about the Facebook ad stuff recently, which is really odd because you're an SEO guy. And it's usually like, "I do SEO or I do Paid Traffic." There's like this divide in the industry. So do you want to share about why you're being kind of promoting that and talking about that stuff so much recently?

Dino Gomez: Yeah. Well, I thought the time was kind of here to talk about it a little bit because to be completely honest, I've been running Facebook with my SEO campaigns for between three to four years now. And it's funny. I was talking with another about that recently 'cause they've seen me posting more about it. And they're like, "Dude, how long have you been doing Facebook ads?" And I'm just like, "Go to YouTube and type in like 'How to set up a Facebook ad' or how to set up a Facebook retargeting ad." But I have a YouTube video that I put out there on a whim like three or four years ago on how to do that. And it's right there at the top.

For a really, really long time I've been strictly providing SEO services, but I would always throw in Facebook ads, at least Facebook retargeting ads with my campaign just to help with conversions, help with traffic, help with social signals. But the big kicker is to make clients happy. Because they see their ad pop up, especially if it's a retargeting ad, and they feel like you're doing a lot more work. They probably think for every ad that shows up, that you manually did something for that ad.

But for whatever reason, they see the retargeting and they go silent. So I tested it out a couple years ago, and just found the client relationships much smoother. So that's when I kind of started getting into it more.

Daryl Rosser: I can see kind of two arguments, like one for and one against that it'd be really, really cool. The for being what you mentioned and the fact that you can get them some ROI very quickly, whereas SEO takes forever. But the argument against would be, "Why would you even want to split the budget towards SEO and Facebook ads when you can just stick it all into SEO and get them some better results or faster results?"

Dino Gomez: Yeah. Yeah. So that's a great question. There's kind of two different sides to that.

Daryl Rosser: Okay.

Dino Gomez: There's ... That's opening up two different crazy wormholes. We'll go down the one on the right first. The one on the right first is that I used to hold Facebook ads in my back pocket anytime SEO rankings were coming slowly for me.

Daryl Rosser: Okay.

Dino Gomez: So to sign the client to SEO, I knew how to set up retargeting ads for them. And you always have those campaigns sometimes where you're like, "Yeah man. I'll nail it in three months." And it's three and a half months in and you're on page two and you just can't figure out how to kick it over. So that's when I would pull Facebook ads out of my back pocket. Especially if it was an over antsy client, or a bigger client or something where you really need to impress quickly is, anytime they were getting antsy I would just be like, "You know what? Throwing in Facebook ads for you for free for the next two months. We're on page two. We're gonna get you there. Let's just hang out for a second. I'm gonna give you these Facebook ads for free. It's on us."

Daryl Rosser: Yeah.

Dino Gomez: So that's normally what I would say. And when you say it's on us, you're gonna eat that cost. But as you and me know, Facebook ads, you can put in a 30, 40 dollar budget for a month and just run retargeting ads, you're gonna hit that really small audience. And 30 or 40 dollars will get you through the month. So it's not much out of pocket to throw in-

Daryl Rosser: And like you were saying, they see that, right?

Dino Gomez: They see that. And what they're really hearing is, "Man, they're giving us Facebook ads for free and some crazy technology where this ad follows us around. And every ad I see, he was setting it up by himself. Or there's some type of thing where they really build it up." It's a big value add. I would just throw those in. And that would kind of help out buy us some more time. But in the scheme of things too, retargeting ads, they drive traffic. They drive social signals. It's exposure. And really what they do, is they kind of complete that circle of helping get more conversions for you client through any organic traffic that came through.

So yeah. That was wormhole number one, is keep the Facebook ads in the back pocket in case you have a site that's stuck for a moment ... I'd kind of pull those out to better the client relationship.

Daryl Rosser: Makes sense. I also agree. Like retargeting and stuff ... On local sites, I think most people say they get 10, 20 percent of people that end up contacting the business. So that obviously means that A, 90 percent of people leave the site and vanish and never ever come back. So retargeting, I'm a huge fan of retargeting. I think it's a great upsell, or addition, or whatever you want to call it to the campaign.

Dino Gomez: Yeah. Yeah. I mean, it really is. Even at a great conversion percentage of 10 percent or something like that. 10, 20 percent on local sites ... You do all this work for, let's say four months, five months, six months to get your client these rankings ... And unfortunately as SEO's, we've all been there before. You deliver on everything that you said you were gonna deliver on. "I'll get you rankings in

three months." And maybe get them rankings in three months, but for whatever reason, their website is shit, or their logo looks crappy. Or they're just terrible at customer service, and so they have two stars on Yelp.

And because of that, the phone's not gonna ring, right, 'cause they choice bad service providers. The phone's not gonna ring, but you did your job as an SEO getting them there. So you kind of sometimes need something that helps fill that increased conversions a little bit more. Because you can spend three months, get them there, you did everything that you said you were gonna do, and then they're like, "The phone's still not ringing." And that's all they care about. So unfortunately, you still have to make them happy. And for that, we've found that retargeting ads really, really help in that regard.

Daryl Rosser: Okay. And what about splitting the budget from the beginning if they decide to do both at the start? How do you offer that?

Dino Gomez: So yeah. That's another reason why I really, really like Facebook ads is that, from the start, what I've found you can do with Facebook ads is that you can kind of maximize the revenue or the value that you get out of each client. So more than the amount that they would pay you. So normally what I like to do is kind of in a contractor proposal, is like line item how much SEO would be, and then line item how much Facebook ads would be ... If we were talking like a la carte ... And then give them an option of having the bundled deal. So Facebook ads and SEO. So this is kind of the McDonald's thing. Like Big Mac, fries, and Coke, you've kind of heard the pricing scheme before. But if you sell them on the upsell, all three of them bundled at a massive discount.

And so normally they go to that. And so if we're talking to like a local SEO client for example, we might say ... You could say something like, "1,000 dollars a month for SEO or 1,000 dollars a month for Facebook ads." Or you could offer them 1,500 dollars a month for both. So they're almost always gonna choose 1,500 dollars a month for both. They think they're saving 500 dollars-

Daryl Rosser: Makes sense.

Dino Gomez: A certain price point that you want to work with a client. So in that regard, that's really cool for an upsell. And what's crazy that I've found about it is that the campaigns like right now to be super honest, about half of our campaigns are straight SEO. And the other half have Facebook ads and SEO going.

Daryl Rosser: Nobody ever picks like, "Oh, I'll just go for the Facebook ads."

Dino Gomez: Nobody ever picks that. You still get clients that come in and they say ... Especially some bigger clients. They already have their own vendors for certain things. Like they have Facebook ads vendors. Sometimes they actually have several Facebook ads vendors and they're kind of testing them against each

other. But they'll have that and they'll have an SEO, and then they'll have a PPC guy.

Daryl Rosser:

Yeah.

Dino Gomez:

So it's split. But the campaigns where we're doing both the Facebook ads and SEO, those are always just smoother relationships is what I've come to notice.

Daryl Rosser:

That makes sense. So when people contact you, are they mostly contacting you for SEO? And then the Facebook ads is like an additional upsell?

Dino Gomez:

It is. It is. We still brand and promote ourselves and everything. We talk about it still. SEO and so forth. And then when people come in ... Sometimes you have leads that come in or you have referrals that come in, and it's that client where you're just like, "Man, that's a tough SEO niche."

Daryl Rosser:

Definitely.

Dino Gomez:

You sometimes just get those and you're like, "I can do it, but it's tough. Here's what it's gonna take." Those are really nice just to be like, "Okay. Well, we're absolutely doing Facebook ads for you." It's kind of funny. What I've found is that some of the niches that are tougher for SEO are sometimes really easy for Facebook ads and vice versa.

Daryl Rosser:

Definitely. Yeah.

Dino Gomez:

Not always the case-

Daryl Rosser:

I think SEO actually itself is a niche. Like I wouldn't try and rank for SEO terms, but running Facebook ads is pretty easy.

Dino Gomez:

Right. Right. That's a great example. Yeah. If you were just trying to rank for like SEO agency nationwide, that's tough. But you can go out there and easily run Facebook ads, right, to generate leads like that. And so I think they're just very much complimentary services. And yeah. It finally got to the point where I was like, I don't mind sharing this. I've been doing this for a while. And I've only seen good things from it. Yeah. That's kind of what's going on is that I've been talking about it a lot recently. And recently released a course on Facebook ads for SEOs because it's only been huge for us so far.

Daryl Rosser:

That's cool, man. Is there a set of niches where it won't work? So for example, a lot of my clients are home improvement type stuff. So say I work with a landscaper and someone's like, "Okay. I need to get my garden sorted out." So they search for a garden designer or a landscaper or something like that. And it's kind of like direct response. They search it because they need it. And then it comes up with the landscaper, they click the site, and then they contact them. Would running Facebook ads work for a niche like that?

Dino Gomez: So that's an awesome question. 'Cause that's kind of the ... And I normally don't get involved in these. I let them go by. But I see this a lot in various SEO groups, is when the topic of Facebook ads come up, you normally get people that are really heated one way or the other. They work or they don't work, Imma kill you.

But here's the thing. Talking about those niches, Facebook ads always have a spot in every single niche. And here's how and here's why. So sometimes people quickly forget that you can run different types of ads to different types of audiences with different offers. And so in a niche like that you just gave that example of, like gardening niche for example, that's not something that you can easily find a target audience on Facebook for that. So you wouldn't necessarily generate leads on Facebook in a niche like that.

You could try to. You could in with just a shotgun blast. And if you had massive margins or some other crazy back end upsell, you could still profit from it.

Daryl Rosser: Yeah.

Dino Gomez: But really, retargeting ads have a spot no matter what niche you're in.

Daryl Rosser: Absolutely. Yeah.

Dino Gomez: And so that's where people are leaving money on the table is they do all this work for SEO, and they're at the top for gardening niche in their city, and leads come in, and the guy's at home, he just got home from work, and he's looking at the gardening stuff he wants to do, and all of a sudden, he gets called to dinner and that's it. He closes the web browser and he restarts that search process the next day.

Daryl Rosser: Sure.

Dino Gomez: So no matter the niche, there is a spot for those ads. For lead generation through Facebook ads, that's where you kind of have to understand the niche a lot.

Daryl Rosser: Okay. So are there certain types of niches that you think work better?

Dino Gomez: That's a great question. What I would say is there's certain niches that are easier for Facebook ads.

Daryl Rosser: Okay.

Dino Gomez: I would definitely say that. So nationally, and it's kind of blown out by this point or maybe well known, but anything like gyms, health clubs, yoga, pilates, it's very easy to target on Facebook by people that are fitness conscious.

Daryl Rosser: For sure. Yeah.

Dino Gomez: Anything that has to do with being healthy. Health food products. eCommerce. Shopping behavior is really easy. If we're staying local, then things like dentists, chiropractors are very easy, surgeons are another great one. Those are very common, local spaces 'cause really, it comes down to what does the average person need or use regularly? And a gym, a chiropractor, a doctor, a dentist ... Those are things that a lot people generally have in their life anyways-

Daryl Rosser: Definitely. Yeah.

Dino Gomez: So those are easier sells. They're not high ticket items. So it goes both ways. Those are easier niches for people to start in with Facebook ads. And then you could start moving into Ecommerce, which is like middle of the road and you can move into high ticket, which is like any type of coaching or consulting or B2B lead generation.

Daryl Rosser: Yeah.

Dino Gomez: And you make serious money if you think about generation leads from Facebook ads for like SEO, you'd make at least 1,000 dollars a month. You can have this really massive Facebook ad spend and still have a massive ROI.

Daryl Rosser: Absolutely. Like SEO, like you said, even 1,000 dollars a month, that's like a minimum of 6,000 dollars for a client.

Dino Gomez: It's a minimum of 6,000 for a client. So even if you spend 1,000 to acquire that client, which would be horrible, you'd make 5,000 on it.

Daryl Rosser: Exactly.

Dino Gomez: But yeah. There's easier niches to start in and then there's niches where there's just a lot, a lot of potential to monetize and grow from. And that's Ecommerce and any type of coaching. B to B ... There's a lot of money to be had there right now.

Daryl Rosser: Cool man. Actually before we get into how to actually run the ads 'cause I presume people want to hear that, how are you packaging this stuff up? So you said that you have the SEO then the Facebook ads, how do you price Facebook ads and retargeting and things like that?

Dino Gomez: So I've found that just the key in proposals is just line iteming absolutely everything.

Daryl Rosser: Okay.

Dino Gomez: So retargeting ads is gonna be separate from like a lead generation ad campaign.

Daryl Rosser: Gotcha.

Dino Gomez: And kind of as we were talking about earlier going with like the Big Mac, fries, Coke and burger combo type of thing ... I always try and break down the price scale so that it leads them to doing just the whole thing where they just are paying more for all the services combined. So yeah. Normally with the price in the proposals, that what I actually do. I would line item ... "If you just want retargeting, it's this much. If you just want lead gen ads, it's this amount. Here's two different types of SEO campaigns we can run for you that are different qualities."

Daryl Rosser: Yeah.

Dino Gomez: So that's normally how I do it.

Daryl Rosser: Is there a way you come up with the ranges though? Is it like a percentage of the ad spend? People ask this as SEOs. How do you come up with the rough sort of pricing?

Dino Gomez: I actually have a sliding scale where it says like, "If you spend anything between 1,000 and 2,000 dollars a month on ad spend, I'm gonna charge this flat fee."

Daryl Rosser: Okay.

Dino Gomez: "And then between 5,000 and 10,000 a month, I'm gonna charge this flat fee." So it's a sliding scale. But with Facebook ads, what's crazy though is that at the start of a Facebook ads campaign, they can be a little bit time consuming.

Daryl Rosser: For sure.

Dino Gomez: And so it's not like PPC where the industry standard is just a flat 20 percent. Because you can have a local business come in and spend 200 dollars a month on ads and you can generate them 15,000 dollars a month back if they're a chiropractor or a dentist. But you're gonna spend several hours on that the first month. And so you can't come in and say, if they're spending 200 dollars a month on ad spend, you can't come in and say, "I want 40 dollars as my service charge."

Daryl Rosser: Yeah.

Dino Gomez: So it's an awkward sliding scale. But I've found that that works best where at the minimum, there's a minimum that we charge as our service charge per month. And so that's basically 1,500 dollars as it is by itself.

Daryl Rosser: Okay. That's your charge, not to run ads?

Dino Gomez: That's our service charge, yeah. And then the client always pays for the actually ad spend.

Daryl Rosser: That makes sense. Cool man. So let's talk about how to actually create these ads. Like I'm sure everyone's excited, like this sounds really cool. How do you actually run the ads? Where do they start?

Dino Gomez: Great question, Daryl. The process that really begins, which is interviewing the client. And especially if it's in an industry where you're not familiar with their target audience and what they're selling. So what people have to understand is that PPC, like Google ad words compared the Facebook ads, completely, completely different things. Like vastly different worlds. Rock music versus house music. Completely different vibes. So obviously you guys know. PPC people are searching for that particular product or service. They're ready to buy on Google when they're searching a keyword phrase so to speak. On Facebook, people are on there to hang out with their friends, relax be bored, watch videos and socialize.

Yeah. They stalk people, look at their friends, whatever it is.

Daryl Rosser: Yeah, yeah.

Dino Gomez: People are prepared to do something besides look at ads, or research, or buy or shop. So you're interrupting what they were trying to do with a Facebook ad. You have to keep that in mind. So you either have to have a really, really killer offer with your Facebook ad, or you have to have great copy and something that really is going to remind them of a pain point and get them intrigued enough to click on your ad to see if they can fulfil or solve that pain point you just brought to top of mind.

You have to start with your Facebook ads ... First, understanding the target audience a lot. So they're on Facebook to do something different, how can I bring them a ton of value and interrupt everything they were trying to do? Why would this offer be more valuable enough for them to leave their friends and family and stalking behind to come check out this offer? So mind set number one, I would say.

Daryl Rosser: Fair enough. So if you search them up on Google, it just pops up like, "Get a free consultation or something." You're like, "Cool. I'm interested in this. I want to buy it, so I will jump on a call." But if you just run an ad that's like, "Hey get a free consultation with this doctor or dentist." Then it's like, it's not compelling enough to actually leave Facebook and actually go over and do that.

Dino Gomez: Right. Right. Yeah. So the copy's really big in the Facebook ad because ... I wouldn't say we're anywhere close to them being massive yet. It's only about

between like seven and eight percent of all businesses of Facebook are advertising. So it's really, really, really early in the game still. Although that's rapidly, rapidly increasing at this point. But you are seeing more ads. So people are getting bombarded with ads for free teeth whitening and other stuff like that. And that's becoming a little bit more common. So they're gonna have ad fatigue, ad blindness to those types of ads. So you just got to keep in mind ... I always just tell students or tell people when I'm helping them with their ads like, put yourself in their shoes.

Would you click into this ad? Is there enough credibility? Is this dentist reliable? Is it a good enough offer that you would leave Facebook away from awesome SEO podcast interviews or whatever it is to go do that? Would you do that for this offer? So I think that's kind of the first step, understanding your audience in your offer is crucial.

Daryl Rosser: Okay. Do you have an example of an offer or something that you've made that works?

Dino Gomez: Yeah. I can talk about, for a client we ran ... I can talk about a really awesome offer that we ran. It was for a gym. We ran this ... It was the end of last year. It wasn't like a New Year's special. But it was in November. And we just randomly ran like an end of the month, one day blowout special where you can join the gym for ... I think it was half price normally of what they normally charge. And normally, they have like an enrollment fee. And the enrollment fee was one dollar. So it was like one dollar to enroll, and half of what you normally pay, but you have to book within 24 hours. And that went bonkers. That went nuts.

They have a lot of locations. I can say that. So they're not just a singular gym. But that particular ad campaign in 24 hours brought in over 500 new memberships.

Daryl Rosser: Nice. That's really cool.

Dino Gomez: Yeah. It was really cool. The client was so stoked. They're like, "Okay. We're running it again tomorrow." I jumped up. It was like a Saturday. And yeah. We ended up running it again the next day.

Daryl Rosser: That's super cool, man. So what was it you said? You said it has to be either a really, really good offer or like a pain point or something like that?

Dino Gomez: Really good offer or yep. It needs to be a pain point. You have to kind of understand what the copy ... There's certain things you want to do with the copy is first, people are scrolling through their news feed. So you have to call out the audience. People have to know that you're talking to them. That's kind of a mistake I almost always see is people are running ads and they get right into their pitch or whatever's going on. That first sentence you have, people need to read that or otherwise skim it and know what's coming is for them.

And so you kind of hear the stereotypical like, "Hey people of North Carolina. Hey Denver. Attention Denver residents" and then it goes into the pitch. So that's awesome. That works really well. Or just starting with a question. Questions work really, really well.

Daryl Rosser: I actually notice the same thing in my ads actually. That's cool. Step back a little bit. So you've got a client. You've got a dentist. You've done the stereotypical 20 dollar teeth-whitening offer. That's your idea in the ad. You're running the ads on Facebook, but where specifically? In the newsfeed? The right side bar? The partner network? Like where do you run it?

Dino Gomez: It really depends on the ad.

Daryl Rosser: Okay.

Dino Gomez: So here's what I've found. Is that first off, we'll start with the right column ads. So the right column ads, I think a lot of people will be familiar with this. The right column ads, you don't get to see the entire ad copy. It's really just the photo and you get like one or two sentences of what the ad's about.

Daryl Rosser: Yeah.

Dino Gomez: So when you run retargeting ads, like a retargeting ad campaign, setting up an actually ad set where it's just gonna hit or you're just gonna use right column ads, that works really, really well. Because really what the right column ad is doing, is it's mostly about the photo flashing in front of you again. And it's sort of like a touch point. But you don't have full copy there. So if you were running a lead gen ad to a cold audience and you're like, "Hey, I've never talked to you before, but you need to buy my" whatever it is, they only get to see the first sentence of your ad if it's in the right column. So you're not gonna be able to sell them.

So I like, for retargeting ads or a retargeting ad campaign, I like that have at least one ad set that's just the right column ad.

Daryl Rosser: Okay.

Dino Gomez: And then if we're talking about a lead gen ad or an ad awareness ad where we're just hitting a cold audience for the very first time, then I normally just get rid of the right column and I'll just do desktop news feed and mobile news feed. Depending on the media, if it's works, then I'll also extend that to Instagram.

Daryl Rosser: But they're different ad sets, right? The ads in the news feed and the ads in like the right side bar are different because it shows differently?

Dino Gomez: Correct. Correct. Completely different ad sets. So you can find like your cold ... Basically to your cold audience you'd run your ad, be mobile news feed, desktop

news feed, maybe Instagram. And they click on your ad. They go and hit your website or your landing page. The retargeting ad's gonna be ... At least one ad set's gonna be just right column.

Daryl Rosser:

Okay.

Dino Gomez:

And that ties back into having an awesome photo with you ad. Because if they can remember that photo and tie it back to you, then when you hit them on the right column news feed ad, they just see the photo and they go, "Oh, there's Daryl again. I do need to go finish up with whatever it is." There's "I do need to go finish watching that webinar or something like that."

Daryl Rosser:

I like it, man. So how do you decide what that photo is?

Dino Gomez:

That's a great question. Yes. That's a great question. So when you're working with clients, if any photos they can provide you, almost always win. 'Cause they're just ... Especially local clients, especially 'cause they're just authentic. And people see that and people feel that. And that works on a lot of different levels. Imagine if you have a client, a dentist client, and this guy's out of his mind and is drilling holes through people's teeth ... Just imagine the worst dentist in the world with this office that's like falling apart. And it's old and there's mildew and stuff like that. Now if you used a stock image of an awesome dentistry office on Facebook and everybody went crazy over that and they were like, "This is amazing, I want this deal" and then they go in to redeem and you have this crazy dentist with the office falling apart, it's not gonna turn out good long run for that business anyways.

Daryl Rosser:

That's true.

Dino Gomez:

So I'm not a huge fan of the stock imagery unless it matches up well in a different sense. But for local businesses, if you can get your client to give you a couple of decent photos, those work well.

Daryl Rosser:

So is that just photos of the offices, the team, some company vehicles? I guess it depends on the business. But what do you ask them for specifically?

Dino Gomez:

Normally an action photo. So if we're gonna go cliché and say dentist, then somebody's sitting in the dentist chair with the actual dentist next to that individual.

Daryl Rosser:

Okay.

Dino Gomez:

I'm gonna say a couple other things work well with images ... Smiling faces, anything positive, and bright colors.

Daryl Rosser:

I've heard that actually.

Dino Gomez: What's that?

Daryl Rosser: I've actually heard that as well. People say for some reason, it seems to work really well.

Dino Gomez: It does and it's kind of a couple things. It's kind of like a Google bias where Google loves Google properties and stuff like that. With Facebook, you get Facebook loves positive emotions. When people get upset ... I think it was Facebook's like, user interaction went down dramatically through the US presidential election.

Daryl Rosser: Okay.

Dino Gomez: I for one was like, I'm tired of all this ... People going in circles. So I actually spent less time on Facebook. And so that's kind of how Facebook things. People really get addicted when we feed them positive energy and positive experiences, emotions, so that's part of kind of their auction ad algorithm, so to speak.

Daryl Rosser: That is really cool. Okay so, we've got the little text above the image, which is like a question or something like attention. Is there anything else you have in that text?

Dino Gomez: In that text above the image, normally it's like call out the audience. And then basically identify some type of problem that they might have. In a roundabout way, that's kind of what you want to do. Is like, "Hey SEO experts, are you having trouble ranking in Google?" So now you've got their attention. You remind them of the trouble they're having. And then you offer them a solution or a "Hey people of San Diego, do your teeth hurt or when was the last time you came to the dentist office? Are you afraid it's too expensive?" And then offer them the deal.

So it's normally like call them out, remind them of the pain point they have, and then kind of offer them an awesome solution. It's kind of the gist of what I like to do in that copy there.

Daryl Rosser: And where is the offer made? Is it the text above the image after you call them out? Is it in the image itself? Below it? Like which areas are specifically talking about what the offer is?

Dino Gomez: So that's a killer question, Daryl. What you want to do with your ad copy is you want to sell the click. So the mistake that you can make is giving away too much in your ad copy. And you want to test this. You want to test this a lot. But you want to get people super intrigued, right? "The one weird trick that got me to page one of Google in two days." Like that type of click bait, it works. It exists because it works. So you want to sell the click. You want people to understand

the problem, identify and relate with the problem, and then have to click to see what the answer is.

Daryl Rosser: Okay. So if you're offering something like the example with the gym you did where you gave them a huge discount, you're not mentioning the discount in the ad itself?

Dino Gomez: In that example, we did mention the discount in the ad itself.

Daryl Rosser: Okay.

Dino Gomez: So we mentioned the discount. And then what we really used was scarcity. So if you do give it away, then the kicker to that is, yes, scarcity. So we said, "Half off gym membership with only one dollar down. 24 hours only. Click to see if any of these remain." And so ... "Or if there's any memberships remaining." So that was like them being like, "Credible deal. Yes, I need a gym membership. Scarcity, I need to click to see if this is still available."

Daryl Rosser: 'Cause they deal was just ridiculously good.

Dino Gomez: It's a pretty good deal when you think about getting ... It's kind of like an AppSumo deal.

Daryl Rosser: Very true.

Dino Gomez: People liked that one a lot.

Daryl Rosser: I'm not trying to put you on the spot. But say we got the typical dentist offer. We do the 10 dollar, 20 dollar teeth whitening service. What does the ad look like and what's the offer in the ad?

Dino Gomez: In that example, it depends on the audience you're hitting is what I would say first and foremost. So if you're running just retargeting ads for this dental office, if you can squeeze out of your dentist or out of your client them giving away some type of deal. You know, 50 dollars off or a free teeth whitening or whatever it is, then your actual ad would say something like, "Hey you. Come back to our website. We'll give you 40 dollars off or we'll give you a free teeth whitening if you come back and book right now." So retargeting ads, you do something like that. That's very similar to Ecommerce. Somebody looks at a certain product. You hit them with a discount code to actually come check out, finish that offer.

If you're going cold audience, you want to do something absolutely ridiculous and amazing. With dentists, I always tell people a great audience to hit is people that recently moved.

Daryl Rosser: That makes sense actually.

Dino Gomez: Right? People like to do the dentist thing around their home. Not next to work, but around their home. So I have them hit people that are close to their home that are recently moved. And that's really thing about Facebook ads where you can get very creative because you'll hear ... There's a lot of people talking about an ad funnel where you offer free teeth whitening for a limited number of people.

Daryl Rosser: Yeah.

Dino Gomez: 30 people get free teeth whitening. And you get to the landing page and it says you only have five vouchers left. And you have to fill out your information to get one of the five vouchers. So you can go that route. That may or may not work depending on your city. But where Facebook ads work is when you yourself, the advertiser, can outsmart your competition and think of hitting a different audience with a very cohesive message they haven't heard before. So an example would be hitting people that recently moved and say, "Hey, are you new to town? Here's our special offer to welcome you to our city. This is for the entire family. If you come in and book today, the entire family gets their first cleaning for free."

And now you're talking about average order value from just hitting one person to let's land this whole family. And if they're gonna be with us for the next 10 years, that's gonna potentially be a big ROI.

Daryl Rosser: Love it. Yeah. I really like it. That's cool. We're down to the last five minutes or so. Is there any must know tips that we've missed out so far that we should probably squeeze in before we wrap it up?

Dino Gomez: Let's see here. I'm not gonna lie, I'm looking at my notes. Must squeeze tips, I would just say becoming ... There's too things I would say is one, if you can pick your niche. What's really awesome about Facebook ads with SEO, it's just the easiest upsell in the world. It's really the easiest upsell in the world. When you have somebody on the line for your marketing services, you can tell them, "Hey, with 50 dollars, we can hit 50,000 people around a five mile GO of your office. Does that sound interesting?" They're gonna be interested.

So the first thing I would say is, "There's a lot of potential for you to close more clients and hook them with Facebook ads." Sell them the SEO. The SEO is where you make more profits, I would say. So never ditching SEO. Love SEO. Yeah, they go together really well. So one, focus on the upsell. And then really, if you can drill down into a niche ... What is awesome about Facebook ads is that it is copy and paste. So landing page, targeting, ad copy, and then media can all be copy and pasted. Whereas with SEO, you have different starting points.

Daryl Rosser: Yeah.

Dino Gomez: Different history and legacy of SEO. I'd say pick a niche, get your offer down, and use them together because together they're super powerful. SEO's where you make your margins, Facebook ads is where you keep your clients happy. It's just a killer combo. I think it's a part of the game now.

Daryl Rosser: Cool man. What you're saying on the copy and paste thing ... Like you have a dentist in one city, a dentist in another city who run the exact same ads both times and nobody's gonna care, right?

Dino Gomez: Right. Right. You can take you landing page. It's copy and paste. And you just take a different dentist in a different city and, right, it's the same ad copy. You just switch out the city or the dentist name. And so it actually scales really nicely through a vertical in that regard. So yeah, that's one of the pros to it.

Daryl Rosser: One question that I have. Building an SEO team to do all the SEO for you is quite a lot of work already. How do you add Facebook ads without freaking out your team and having to manage completely different projects?

Dino Gomez: That's an awesome question. The answer to that is that vertical thing.

Daryl Rosser: Okay.

Dino Gomez: They really ... Facebook ads can be a ton of work if you're bouncing around in different industries.

Daryl Rosser: Yeah.

Dino Gomez: This I've learned. I've done a lot of different industries. And I've come to learn we're in two verticals now. And that's kind of where we're trying to stick. So that's how you do it. Is really, if you capitalize on it and you nail one industry, then it's actually much easier to teach a VA or team member 'cause you can just say, here's the ad targeting. Here's the landing page. Hit copy and paste.

So that's very easy for them to do once you have your funnel figured out.

Daryl Rosser: Makes a lot of sense. So the same SEO advice that everyone's saying these days like find a niche that works pretty well, then just scale that one medium.

Dino Gomez: Yup. Just scale it up. Exactly.

Daryl Rosser: Awesome man. Any final Dino words of wisdom or something cool to wrap it up?

Dino Gomez: Any final words of wisdom? I would just say really mess around with it, guys. Have some fun with it. Definitely experiment with it. Stick with your SEO. SEO profit margins are massive. You invest a ton of time there. So that's key to know.

But I would say don't sleep on Facebook ads because it's really early in the game right now. So it's still very easy to hit home runs with little experience.

Daryl Rosser: What's the starting point by the way? Do you play around with it yourself just for the fun of it? Like get clients for yourself? Or do you get out there and then just go straight up to your clients like "Hey, we just want to try this out for you for free." How do you start today?

Dino Gomez: How do you start today? There's a couple of things I would do is ... To start today, I would upsell current clients on it. I would offer them a free trial and just say, "Hey, besides being SEO experts, we've become quite the Facebook ad experts. Would you like to do a one month trial with us?" And in kind, tell them some specs. So with that, they will say yes. I would say do that.

But I would also say it helps to have a mentor or coach walk you through a lot of how to do this stuff. And so if you're looking for training on how to do this and how to scale it and how to grow it, going the route of a coach or mentor, as you know, helps a million.

Daryl Rosser: Yeah.

Dino Gomez: So if you don't want to burn money, your money, your clients money, or if you're just feeling unconfident where to start, then go the route of a course. I recently launched a new course that I'm really pumped about called Facebook ads with SEOs.

Daryl Rosser: It's out now?

Dino Gomez: It's official out now. Facebook Ads for SEOs. And so yeah. It's a course designed on how we've used Facebook ads, particularly as an SEO agency to just grow and scale, offer immediate results to our clients, and have that be cohesive with SEOs. So if you guys need help and need a mentor, it comes with one on one training from myself. Then I would say, definitely check that out.

Daryl Rosser: I hope you charge a lot of money if it has one on one with it, man.

Dino Gomez: It's got some one on one. I'm not gonna lie. It's a limited time offer. No joke. It's not a BS scarcity thing. But yeah, I'm doing that to help some guys out. It's been fun. All good reviews so far.

Daryl Rosser: Awesome man. Where can people find that? And I'll stick a link below as well.

Dino Gomez: Yeah. You guys can go over to dynamikadvertising.com. Dynamic spelled with a K. Sounds like Daryl will leave a link beneath this. But I have a webinar basically where I walk you guys through four ways to sign your first Facebook ads client today. So you guys will get that training for free. And then I'll make the offer to the course. And if you guys are ready to step up, work with me one on one, and

get a bunch of free training or a bunch of training on how to do this, then that offer is there as well.

Daryl Rosser: Alright man. It's been fun chatting again. I appreciate you joining me again today. It's been fun.

Dino Gomez: I appreciate it, Daryl. Always good to catch up. Look forward to seeing you in, I think it's gonna be Thailand in November.

Daryl Rosser: It's gonna be a blast. You'll be at the Mastermind and the conference, right?

Dino Gomez: I will be at both.

Daryl Rosser: Awesome man. Cool. Anyways, I hope you guys enjoyed the episode, and I'll see you guys next week.