

# Members Only

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# Privileged Information

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# LEVERAGE YOUR SOCIAL MEDIA



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*Hey, Insiders!*

We're back with more essential mindset work (continuing from what we learned last month), plus a *ton* of useful tips for boosting your social media engagement on the most popular social media platforms.

The better handle you can get on all of this before Q4, the better off (more sane, more profitable) you'll be during the busiest shopping season of the year!

Alright, let's dive in!

*Matthew Stafford*

# The Mindset

By Matthew Stafford

## Disputing Toxic Beliefs

Once you've identified your "toxic beliefs" ... You've got to eliminate them.

The easiest way to start dissolving a belief is to start disputing it, and that requires you to question it.

By questioning the belief, you sow the seeds of doubt. And when there is enough doubt, the original belief is no longer believed.

There are three primary types of disputes that will take all certainty out of a belief.

### 1. Functional disputes

Question whether the belief helps or hinders you in accomplishing your desired goals by asking questions like:

- Does this belief help me, or does it make things worse?
- If this belief were true, what other behaviors would be rational?
- Would those behaviors help me achieve my goals faster and easier?
- If I displayed all the behaviors aligned with this belief, would I get closer to or further away from achieving my goals?
- Do the successful people I know firsthand behave in a way aligned with this belief?

## 2. Empirical disputes

Question if the “facts” are accurate by asking questions like:

- What evidence am I aware of that contradicts this belief?
- Is this belief always true?
- When *isn't* it true?
- Would everyone I know agree that this belief is true?
- What evidence do I have that this belief is true?

## 3. Logical disputes

Question the logic of your thinking by asking questions like:

- In what ways does this belief not ring true to my common sense?
- In what ways does this belief not follow the proof I have?

So, let's return to our two example subjects from last month.

<b>JACK</b> <i>(intellectual entertainment)</i>	<b>JENNIFER</b> <i>(buying stuff = success)</i>
Reads lots of self-help books but never does the exercises or recommended actions in them. So, apart from receiving intellectual entertainment, the books don't help him.	Buys a lot of internet marketing products—more than she learns and uses. She feels better about herself and her chances of success immediately after she buys the product.

To illustrate, let's use a *functional dispute* for Jack, and an *empirical dispute* for Jennifer.

**NOTE:** When disputing your beliefs. I recommend that you use at least one question (if not more) from each of the three types of disputes.

We'll start with Jack.

If you recall, the belief was that Jack was reading this book for enjoyment rather than improvement.

**Functional dispute:** Does this belief help me, or does it make things worse?

**Answer (from Jack's perspective):** It makes things worse. I don't get any significant value from my time reading these books. I'm lying to myself; I justify taking the time to read these books because I think they'll help me improve myself. But since I am not doing what's necessary to result in improvement, I'm hurting myself in these three ways:

1. Time is wasted.

Even though I spend considerable time reading these books, I don't actually take the actions that would improve myself.

2. Other beneficial activities don't get done.

I could spend my book-reading time on more constructive activities that would immediately benefit me.

3. I could have a better time.

It's not enjoyable to read these books, so if I want to have fun, I might as well do something I legitimately enjoy.

Now on to Jennifer ...

The belief for Jennifer was that her success would happen when she had the right resources (secret information).

**Empirical dispute:** What evidence am I aware of that contradicts this belief?

**Answer (from Jennifer's perspective):** When I think about it, there's quite a bit of evidence that contradicts this belief of mine:

1. I don't know anyone who succeeded with this information, even though I know many people who bought it.
2. I can't think of a successful expert I've ever met who credited this information for their success.
3. If the secret strategy worked, wouldn't the seller be better off using it themselves instead of selling some cheap e-book about the idea? The strategy they're teaching would remain a secret, and all the time invested (in writing the book and setting up the website) could have been used to implement it for themselves.
4. Wouldn't more people succeed if the information these e-books offered worked?
5. If the information worked, wouldn't I have heard about it or the supposed "guru" offering it?

And once again, when disputing your belief, you want to use at least one question from each of the three types of disputes.

It's not difficult to dispute false beliefs. Once you analyze them, it's easy to see where they fall apart. And that's the whole point.

## Your New and Improved Belief

Now that you've poked holes in your original toxic belief, the next step is developing a new, *supportive* belief.

One that helps, instead of hinders, your progress toward your goal.

Here are the steps:

- **Step #1:** State the behavior(s) you want your new belief to support.
- **Step #2:** List why you believe this behavior would help you.
- **Step #3:** Plan your new belief based on your best reasons.
- **Step #4:** Turn it into a mantra or slogan.

Simple enough, right?

Just in case, let's revisit Jack to show you how it's done:

- **Step #1:** Whenever I read a self-help book, I dedicate the time to do the exercises the author has suggested.
- **Step #2:** Reasons this behavior will help me:
  - I will actually get the results I've been hoping for.
  - I'll improve myself because when I solve one personal challenge, I can work on the next one.
  - My self-discipline will improve; I won't continue to lie to myself about getting to the exercises "later."

- I'll be proud of myself because I'll see myself as an action-taker, and I will have eliminated the personal challenge.
  - I will have more free time because I won't go from reading one book to the next. Many of the exercises they recommend are actions to take during the day.
  - My confidence will soar. I'll know there is nothing I can't tackle with my new discipline of doing what's required to get the result I'm after. (If you were Jack, you'd keep going.)
- 
- **Step #3:** Reading self-help books without doing the exercises wastes time and damages my psyche. I must do the exercises to raise my confidence, increase my self-discipline, and feel better about myself.
  
  - **Step #4:** If it's worth reading, it's worth reaping the rewards.

## Out-Think Your Old Belief

By now you've poked holes in your old belief and established a new one. Unfortunately, that's often not enough. You need more ammunition to overcome long-standing habits.

So, we've got to do more.

The next step is to out-think (in advance) the challenges you're certain to come up against.

It's called a "pre-decision" ... a tripwire that sounds an alarm and triggers a premeditated action to keep you on track.

This is an effective technique. In fact, once you experience how useful it is, you'll use it to reach your goals in many other areas of your life too.

### **Here's how it works ...**

You think through where, when, and how you'll be tempted not to follow through on the right actions. And you decide in advance how you'll respond in these precarious situations.

The format these pre-decisions take is as follows:

1. If \_\_\_\_\_, then \_\_\_\_\_.
2. When \_\_\_\_\_, I'll \_\_\_\_\_.

Now let's return to Jack.

Here's what some of his pre-decisions might look like:

- If I get to an exercise in the book, I'll do it immediately.
- If tempted to keep reading, I'll put the book down and promise not to return to it until I'm ready to do the exercise.
- When I tell myself the exercise isn't important, I'll remind myself why it is (i.e., because of the goal I'm pursuing).
- When I'm not in a place where I can do the prescribed exercise, I'll stop reading and add the exercise to my to-do list.

... And so on.

You see, the whole point is to have done the thinking and planning about your actions *before* you need to. This way, you won't succumb to your old destructive behaviors, especially when you're in the thick of temptation and rationalization.

Why not take a minute right now and think through your pre-decisions below.

(Don't skip it ... Remember Jack.)

## **Sell Yourself on Your New Belief**

So you've got your new belief, and you've identified your tripwires.

### **Here's your final step ...**

Imagine how much your life will improve in the future with the new behavior(s) your belief supports.

How far out into the future?

That depends on how quickly you'll get a payoff from the new behavior(s). Pick a time in the future where the rewards you'll be reaping are significant enough to be motivating.

For Jack, it might be 90 days from today.

So it might look something like this:

"Today is July 15, 2023. I must say, I'm excited about how much my life has changed over the past three months. In fact, based on my progress, this year is my best year yet. Who would have ever imagined a single decision I made three months ago would've had such an impact?

All I did was decide that I would not read another book unless I were willing to do the exercises inside it. First, I read and did the exercises in a book on procrastination. With that and some added effort, I conquered my procrastination problem once and for all! Next, I tackled a book on goal setting. And for the first time, I developed yearly, monthly, and weekly goals. [More about other obstacles to overcome] I am finally the person I knew I could be. For the first time, I am living up to my true potential. [More about the ideal life now]"

Here's why this is important ...

Each morning when you wake up, and at night before bed, you need to read this future story of your success. Each time you read it, imagine that it's already happened and that you're living that life now.

When you can create this movie in your mind with crystal clarity, you no longer need to read your description anymore—you just need to imagine it in the morning and evening.

Why go through all that trouble?

It's simple.

You need to make your future as real as the temptations that have previously taken you off track. It's almost impossible to succeed if short-term feelings overrule long-term benefits. So by making the long-term benefits as real, you'll find it much easier to make the right decision much more often.

## Stand Guard Against New Toxic Beliefs

Now that we've covered the most common toxic false beliefs and how to surface and eliminate your own, there's just one more thing we need to take care of ...

And that's inoculating you from them in the future.

The best way to avoid becoming a victim to these failure-causing false beliefs is to not fall under their spell in the first place.

Along those lines, there are three primary sources you must be vigilant and suspicious of:

1. Misleading information from other people
2. Wishful thinking
3. Jumping to conclusions

Let's take a closer look at each one.

### Misleading Information From Other People

You're always in jeopardy of acquiring a false belief whenever you are listening, watching, or reading information from anyone. For this reason, it's extremely important that you critically analyze the message being put forth.

Here are some questions to ask that will keep you safe:

1. Could there be an ulterior motive for wanting me to believe this?
2. Is there enough evidence to support the claim they are making?

3. What has past history taught me about this source of information?
4. What underlying assumptions must be true for this belief to be accurate? Do the assumptions and belief make sense?
5. How does this belief integrate with what I know to be true?
6. Is the logic leading to the conclusion I'm being presented with airtight?
7. Would anyone else dispute this? If so, what evidence would they use?
8. Is there any other reason I can think of to doubt this?

## **Wishful Thinking**

Oftentimes, our own motivation to believe does us in.

It happens more often than you might imagine. For example, if you've decided that you're going to do AdWords arbitrage, you probably want to believe that others are crushing it.

But are they?

And how can you know for sure?

Here are some questions that will help you determine the truth:

1. Is there any part I see that I want to believe is true?  
If so, what can I do to remain skeptical?
2. Can I spot any holes in the message that I normally overlook because I want this to be true?

3. Even if this is true, does it represent the common experience or situation?

Does everyone get the same result, or is this an isolated occurrence?

4. Has my experience or the experience of others supported this or negated it?

## Jumping to Conclusions

We've all been guilty of jumping to conclusions at one time or another.

We get confronted with information in some form ... We jump to a conclusion ... It ends up being proven false.

In fact, it's impossible not to draw conclusions from what we experience. We are meaning-making creatures. We make meaning or interpret what we observe or experience without conscious effort.

It's hardwired into our brains because it's a survival strategy. So, while you can't stop, you can ensure your conclusions are accurate.

Here are four questions that'll help:

1. What is the actual information, and what am I inferring from this information?

What other explanation is possible?

2. Is the information flawed or incomplete in some way?

3. How reliable is the source? Could there be a hidden agenda behind it?

Has the source been wrong or off base before?

4. What alternative interpretations could I come up with to account for this?

These questions will help you stand guard going forward, so you'll no longer be at risk of embracing beliefs that are bad for your business health.

Grab a sheet of paper and take notes on the questions that ring true for you. Then you'll have a quick little process for your weekly habits, and you can start knocking your toxic beliefs down consistently.

If you commit to doing this, you'll be able to look back a year from now and be amazed at—and proud of—how far you've come.

# The Scout

By Team GSD

We all know that the key to promoting and advertising our ecommerce stores boils down to how effectively we maximize our social media efforts.

In this month's GSD guide, we'll dive into some tips and tricks for how to boost your engagement on each of the major social media platforms.

We'll start with Facebook, Instagram, TikTok and Pinterest ... but obviously, there are advantages to looking at other social media platforms, like X (formerly Twitter), LinkedIn, etc. as well.

## How to Increase Engagement on Facebook Posts

With over 2 billion active monthly users, Facebook offers immense potential to connect with customers and drive sales for ecom businesses. However, simply posting product photos or ads won't get you very far.

Store owners need thoughtful social media strategies to cut through the noise and engage their audience on Facebook.

Let's take a look at some proven tactics to get more likes, comments, and shares.

### 1. Optimize Your Facebook Page

Before creating posts, use the below tips to ensure that your Facebook page is optimized for engagement:

- **Have an informative, keyword-rich page description.**

Don't downplay the importance of your FB page's description. Remember that Facebook content is all searched and indexed by the major search engines, and this content ranks well due to the implied authority the platform has.

- **Use high-quality cover and profile images related to your brand.**

Be sure to coordinate this with your homepage banner so customers know they're in the right place when they click over from your FB page to your store.

- **Display prominent calls to action (e.g., "Shop Now" or "Visit Website").**

Making it easier for customers to navigate from the platform to your store will dramatically improve conversion rates.

- **Showcase your products/services through photos and videos.**

Native organic posts showing your products, user generated content (UGC), and customer testimonials are all great ways to drip out information about your products.

- **Share your story, mission, and team info in the "About" section.**

Don't miss this opportunity! People like to buy from people they know (or feel like they know), like, and trust. So make them part of your tribe.

An optimized page establishes credibility and gives users reason to follow your brand.

## 2. Post Valuable Content

Don't make every post a sales pitch. Share a mix of content that adds value for your audience; things like:

- **Behind-the-scenes content:** Give a peek into your business operations, team, new products, etc.
- **User-generated content:** Repost happy customer photos, unboxing videos, reviews, etc.
- **Lifestyle content:** Photos and videos featuring your products being used in real-life.
- **How-to tutorials:** DIY videos and tips related to your products.

- **Industry news:** Commentary on trends related to your niche.
- **Sales announcements:** Promote deals, discount codes, and special offers.

Valuable content keeps users engaged, while subtle calls to action can still drive sales.

### 3. Optimize Posts for Engagement

Every post should be optimized to maximize engagement, per the following:

- Share high-quality photos and short, catchy videos.
- Use minimal text with strategic calls to action.
- Include emojis, polls, questions, and other interactive elements.
- Tag relevant pages and influencers to extend reach.
- Use relevant hashtags and location tags.
- Post at optimal times when your audience is most active.

Optimized posts are more visible in the Facebook algorithm and get higher engagement.

### 4. Encourage Sharing

Make it easy for fans to spread the word about your brand:

- **Run contests and giveaways; offer prizes for sharing posts:** Everyone loves a good chance to win.
- **Share user-generated content:** People love reposting content featuring themselves.
- **Ask questions:** Spark interesting conversations.
- **Share limited-time offers:** Urgency prompts shares.
- **Leverage holidays and events:** People share posts about current occasions.

- **Promote new arrivals:** Ask fans to tag friends who would be interested.

Strategic calls to action can turn fans into brand advocates who voluntarily share your posts.

## 5. Reply to Comments

Don't just post and leave—actively and promptly respond to any comments and questions on your posts, and thank users for positive feedback. This shows that there's a real person behind the page who cares about them.

## 6. Use Facebook Ads

In addition to organic content, use Facebook ads to increase engagement. For example, you can run:

- **Page like campaigns:** Get more people to follow your page.

This creates a larger warm market that you can target with conversion ads down the line.

- **Post engagement campaigns:** Get more reactions, comments, and shares on posts.

If you have a post that's getting good engagement, don't be afraid to put a little money behind spreading the word and adding in a call to action in the comments.

- **Video views campaigns:** Get more people to watch your videos.

FB Users spend a lot of time watching videos, so boost that engagement with video view campaigns.

- **Lead generation campaigns:** Gather emails, messages and more.

Coming into Q4, the larger your first-party data list (i.e., email & SMS lists), the less you'll need to rely on paid ads, especially when the pricing (CPM) starts to double or triple in Q4.

Well-targeted Facebook ads ensure your content reaches the most relevant audience. Always track performance to identify winning ad formats and placements.

## 7. Measure and Improve

Analyze your Facebook analytics to see what content works best. Find when your audience is most active and what posts get the most engagement. Keep doubling down on what performs well while changing up tactics that aren't working.

The Facebook algorithm also favors pages that consistently post engaging content. So keep providing value for your audience with a content marketing mindset. With smart strategy and persistence, your ecom store can build a thriving community on Facebook.

## How to Boost Instagram Engagement for Your Brand

With over 1 billion monthly active users, Instagram is a goldmine for visually driven ecommerce brands. But getting engagement on your Instagram posts takes more than just sharing product photos or promos.

You need to capture attention and inspire your audience to like, comment, and save your posts. Here are some powerful tips to boost Instagram engagement.

### 1. Optimize Your Instagram Profile

Before posting, ensure your Instagram profile is optimized to engage visitors:

- Write an informative, keyword-focused bio.
- Link to your website and other social profiles.
- Use a consistent, high-quality profile picture.
- Showcase your products through Instagram shoppable posts.
- Share your brand's story on highlights.
- Add CTAs in your bio to drive conversions.

An optimized profile establishes credibility and gives users reason to follow you.

## 2. Post Eye-Catching Visual Content

Instagram is first and foremost a visual platform. Make sure your images and videos stand out in the feed:

- Post high-quality, well-composed product photos.
- Share behind-the-scenes pictures and videos.
- Show products being used in real life through user-generated content.
- Make mini-tutorials and demos using Instagram Reels.
- Leverage eye-catching graphics, animations, and text overlays.

Visually striking content will make users pause as they scroll through their feed.

## 3. Hook Viewers in the First 3 Seconds

You only have a few seconds to capture attention on Instagram. Optimize the beginning of each video to hook viewers:

- Open with a question or statement that piques curiosity.
- Feature people using your product right at the start.
- Kick off with an eye-catching visual or animation.
- Start in the middle of an action scene.
- Offer a sneak peek of an end result to come.

Getting viewers intrigued from the get-go is key to driving post engagement.

## 4. Write Engaging Captions

Well-written Instagram captions can dramatically boost engagement, so always strive to:

- Ask thought-provoking questions.
- Share tips, hacks, and facts.
- Tell a story or anecdote.
- Explain what makes the product special.
- Use strategic emoji placement.
- Include relatable hashtags.
- Add a strong call to action.

Captions give context and personality to the products in your posts.

## 5. Engage Your Audience

Go beyond just posting—actively engage your Instagram audience:

- Reply to comments and questions.
- Like and reply to comments from followers.
- Repost user-generated content and tag/thank contributors.
- Jump into related conversations using relevant hashtags.
- Run polls and Q&As in Stories.
- Send exclusive promos to loyal followers.

Two-way interaction helps foster a community around your brand on Instagram.

## 6. Partner With Influencers

Collaborate with relevant influencers to expand your reach:

- Send them free products to feature in posts.
- Co-create content like demos or recipes.
- Participate in Instagram takeovers.
- Offer affiliate incentives for sales driven by an influencer.
- Arrange Instagram Live collaborations.
- Share and engage with their content.

The right influencer partnerships can introduce your brand to new audiences.

## 7. Optimize Your Posting Schedule

Pay attention to when your followers are most active:

- Use Instagram Insights to gauge your audience's habits.
- Test posting at different times and see what works best.
- Develop a consistent schedule your audience can rely on.

Strategic timing will ensure your posts appear when users are primed to engage.

## 8. Measure and Improve

Continuously analyze your metrics to refine what works and change up what doesn't:

- Track views, likes, comments, and saves per post.
- See which types of content get the most engagement.
- Identify when your followers are most active.
- Find which filters, captions, and hashtags perform best.

Consistently delivering content optimized for your audience will organically grow your Instagram community over time.

Leveraging these tactics can help ecommerce brands cut through the Instagram noise and build an active community around their brand. But it requires understanding your audience, creative content, and persistence. The payoff of increased visibility, credibility, and sales makes the effort well worth it!

The strength right now in growth on Instagram is in mastering Instagram Reels.

Our friend Deb Cole is the go-to expert on Instagram Reels:

➤ Go to <https://monetizereels.com/> and download the *Monetize Reels Playbook*.

And make sure you're following @CoachDeb on IG for all the latest tips and tricks!

## How to Boost Engagement on TikTok

TikTok is one of the hottest social platforms, with over 1 billion monthly active users. For ecommerce brands, mastering TikTok marketing can help reach younger audiences and drive viral growth.

But standing out among the fun videos, trends, and challenges requires thoughtful strategy. So let's dig into some tips to get more views, likes, comments, and shares on your TikTok videos!

### 1. Optimize Your TikTok Profile

Before posting content, optimize your TikTok profile to engage visitors:

- Write an engaging bio targeting your niche.
- Link to your online store and other social profiles.
- Use a consistent, high-quality profile photo.
- Add an email for direct messaging.

- Categorize your account under relevant topics.

An optimized profile establishes credibility, so users follow and engage with your brand.

## 2. Hook Viewers Right Away

You only have a few seconds to grab attention on TikTok, so it's important to strategically optimize your videos' start:

- Tease or reveal a product.
- Feature people using your product.
- Open with an eye-catching scene.
- Start in the middle of a compelling action or tutorial.
- Show your product solving a common problem.

Piquing curiosity right away is key to driving engagement.

## 3. Post Captivating and Informative Content

Share a mix of entertaining and educational content; things like:

- Product reveal videos
- Fun “unboxing” videos
- Dramatic before-and-after reveals
- Cool stop-motion demos
- Step-by-step how-to tutorials
- Outfit-styling ideas featuring your products
- Behind-the-scenes brand footage
- Industry tips, hacks, and facts

Captivating content keeps users watching and learning!

## 4. Leverage Trends and Challenges

Stay on top of popular TikTok trends and challenges:

- Make trending dance or comedy videos with your product.
- Film an unboxing or review as a trending TikTok challenge.
- Create a branded hashtag challenge.
- Make reaction videos to viral trends.
- Give your product demo a trending sound.

Jumping on trends taps into what's already engaging audiences.

## 5. Engage Your Audience

Actively engage with your audience on TikTok:

- Reply to comments and questions.
- Share user-generated content.
- Jump into related conversations with relevant hashtags.
- Offer exclusive promos in the comments.
- Run engaging polls or Q&As.
- DM thank-yous to supporters.

Two-way interaction helps build an invested community around your brand.

## 6. Collaborate With Influencers

Work with influencers in your niche:

- Send them free product to feature in TikToks.
- Develop co-branded hashtag challenges.

- Jump into their videos with duets or stitches.
- Cross-promote content to each other's audiences.

The right influencer collaborations can present your brand to new audiences.

## 7. Promote Your Videos

Leverage other platforms to maximize your TikTok reach:

- Share TikTok videos natively on Instagram/Facebook.
- Reach out to relevant bloggers or publications to feature your content.
- Run paid TikTok or cross-platform ads.
- Embed your best videos on your website and emails.
- Share the videos across your email lists and social channels.

Smart promotion ensures your quality videos reach as many eyes as possible.

## 8. Analyze Performance

Use TikTok analytics to refine your approach:

- See which videos get the most engagement.
- Identify where users drop off in videos.
- Find when your audience is most active.
- Test different captions, sounds, and hashtags.

Pivoting toward what performs well ensures you deliver content that resonates.

The TikTok algorithm favors accounts that consistently provide value to their audience. Leveraging these tactics can help you cut through the noise and engage audiences on one of the hottest social platforms today.

One of the top experts right now on how to grow your TikTok account is Colton Havens.

We highly recommend that you sign up for his *100k Views Masterclass*:

<http://masterclass.yescolton.com/>.

## How to Increase Pinterest Engagement

Pinterest offers immense visual marketing potential for ecommerce businesses. However, simply pinning product images will not get you far.

You need thoughtful Pinterest strategies to engage your audience. Here are some best practices to get more repins, clicks and site traffic.

### 1. Optimize Your Pinterest Profile

Before posting pins, ensure your Pinterest business profile is optimized. This includes:

- Using a consistent, high-quality profile picture
- An informative “About” section with keywords
- Links to your website and other social profiles
- High-quality board cover images
- Shoppable product pins
- A clickable email and phone number

An optimized profile establishes credibility so Pinnerers follow your account.

### 2. Create Eye-Catching Pins

- Use high-resolution, visually striking product photos.
- Style products in context (show them in use).
- Make DIY tutorial pins and GIFs.

- Design inspirational pins with quotes.
- Leverage trends like seasonal arrangements.
- Share behind-the-scenes company pins.

Visually captivating pins grab attention as users scroll through their feed.

### **3. Write Compelling Board and Pin Descriptions**

Include strategic keywords, captions, and calls to action in your pin descriptions:

- Share tips, how-tos, facts or brand story.
- Ask questions to spark conversation.
- Use relevant keywords and hashtags.
- Add emojis for fun and emphasis.
- Include a strong CTA (like "Shop now").

Descriptions provide crucial context around your eye-catching visual pins.

### **4. Curate Themed Boards**

Organize your pins into boards around topics like:

- Specific product categories
- Styling ideas or room inspirations
- DIY tutorials
- Gift guides
- Seasonal or holiday-themed ideas

Curated boards keep users engaged as they scroll through pins on a specific topic.

## 5. Engage Your Audience

Actively engage Pinners who interact with your content:

- Like and comment on pins you're tagged in.
- Reply to comments and questions.
- Repin user-generated content and thank contributors.
- Use relevant hashtags to tap into larger conversations.

Two-way engagement helps build community on Pinterest.

## 6. Run Pinterest Contests

Run exciting contests like:

- Photo contests for user-generated content
- Caption contests on product photos
- Treasure hunts on your website pins
- Giveaways for repinning and tagging friends

Contests incentivize users to actively engage with your pins and account.

## 7. Advertise Strategically

Leverage Pinterest's powerful advertising tools:

- Promote your best content with PIN campaigns.
- Drive traffic to key landing pages with website clicks campaigns.
- Boost engagement with Engaged Audiences campaigns.
- Retarget past visitors and purchasers.

- Track campaign performance to identify what resonates.

Paid ads ensure your pins reach your ideal audience.

## **8. Analyze Performance**

Use Pinterest analytics to identify your top-performing content and refine your approach over time. Monitor which pins and boards drive the most repins, clicks and site traffic. Keep iterating to create content optimized for your Pinterest audience.

Implementing these strategies consistently can help your ecom business flourish on one of the world's hottest visual social platforms.

## **No Email Campaign this Month**

Instead, we're going to be talking about how to start now to increase your email & SMS list, so you're ready with a load of new prospects for Q4 this year.

## **How to Use Facebook Lead Ads to Grow Your Business**

Lead generation is a crucial part of growing your online business. Facebook Lead Ads offer a powerful way for online stores to capture customer information and turn site visitors into leads. Here's a guide to using Lead Ads effectively for ecommerce.

### **What are Facebook Lead Ads?**

Lead Ads allow you to collect customer data such as name, email, phone number, and more directly within a Facebook ad. When someone clicks on your ad, they are presented with a lead form rather than being sent to your website. Their info is prepopulated from their Facebook profile to streamline the process.

## Benefits of Lead Ads for Ecommerce

- Mobile optimized for Facebook's mobile users
- Leads sync automatically with your CRM
- Only pay when users submit the form
- Generate high intent leads from interested users

## Best Practices for Ecommerce Lead Ads

### 1. Target engaged shoppers:

- Create lookalike audiences modeled after your purchasers or high-value customers. Targeting engaged users gives better conversion rates.

### 2. Offer discounts and coupons:

- Incentives entice users to fill out the form. Offer a coupon code or discount for new subscribers.

### 3. Limit form fields:

- Keep your questions brief and relevant. Having too many fields causes drop-offs. Stick to essentials like name, email, and phone.

### 4. Follow up quickly:

- Contact new leads within 24 hours to boost conversions. Use email, calls, or Facebook Messenger.

### 5. Test different images:

- Product photos, lifestyle images, and videos can all be tested to see what resonates best with your audience.

## Real-World Ecommerce Lead Ad Examples

### Outdoor Equipment Brand

A camping equipment company targeted lookalike audiences of their repeat customers with Lead Ads promoting a 20% off coupon for joining their email list. The simple lead form asked for name, email, and zip code only. They followed up with customized product recommendations via email, leading to a 15% increase in sales.

### Fashion Retailer

A women's clothing boutique ran Lead Ads with a giveaway for a \$100 gift card. The ad targeted women 18-35 who had recently browsed their website but didn't purchase. The lead form asked for name, email, clothing sizes, and style preferences. The store owner called each lead personally to offer style advice and discounts. Conversions doubled over 6 months.

In summary, Lead Ads can help ecom businesses capture more qualified leads by targeting engaged users, offering value, simplifying forms, and prompt follow-up. With strategic implementation, Lead Ads can become an invaluable source of leads and sales.

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Well, that's another GSD report in the books! Be sure to keep plugging away at implementing the mindset teachings from this (and the last) one. And, of course, don't sleep on leveraging your social media efforts. We've given you a ton of tips and guidance here; get to putting them in motion so they can start working for you!

Up next month ... Q4 prep!

If you have any questions, hit up our team in the Facebook group or email us at [support@buildgrowscale.com](mailto:support@buildgrowscale.com). We're here to help and support you any way we can!

*Matthew*