Jillian Flodstrom (00:07):

On this week's episode, we are talking about ads, specifically Facebook ads. And if you are at all confused on how to make those work, how to get the most for your money, you definitely wanna tune into this week's episode. We're talking with Nick Mullins and he is really gonna demystify everything about that digital ad space because there's a ton of it with a ton of different opinions. And you're definitely gonna love this episode because we dive into several different aspects, all about ads. Welcome to this week's podcast. We interview entrepreneurs and experts from all over the USA to bring you insights and strategies for growing your business. And today we have a special guest joining us from sunny Tampa, Florida, here in Washington. It is not so sunny, so glad that we're coming in from Florida. He's a direct response marketer with a proven track record of helping businesses increase their profits through targeted advertising campaigns. So if you're looking to get more leads in sales from your advertising efforts, you won't wanna miss this episode. Our guest is here to share his expertise and offer his services to run your ads and help you achieve breakthrough results. Please welcome Nick Mullin to the show. How are you?

Nick Mullin (01:19):

I'm great. Thanks for having me.

Jillian Flodstrom (01:21):

Yeah, absolutely. I'm excited to chat with you because I feel like there's so much mystery around this subject, <laugh>. So tell me a little bit about your background in marketing and how you got started in this industry.

Nick Mullin (01:32):

Yeah, so I actually got started just out of, you know, my desire to get started in business when I was in college. Back in like I think late 2017, I started doing some e-commerce stuff While I was in college. I was, I was either a late freshman or early in my sophomore year, I started, you know, messing around with some Shopify stores and you know, basically, basically I was just selling Chinese products to people in America, <laugh>, while I was in class. And you know, so just started spending my own money on paid ads, specifically on Facebook ads which was a great learning experience for me while I was in college and was just messing around with that. And then, you know, I, I came to the realization while I was doing that, that it would probably be smart for me to go and use those skills that I was learning to actually help businesses that were more legit <laugh> and actually selling products that you know, they, they had been selling for a while and they have like a, a customer base already and that kind of thing.

Nick Mullin (02:39):

And so I started doing it for other, other companies. So marketing stuff.

Jillian Flodstrom (02:44):

That's so cool. And what's neat about it is that you saw a need for people because, I mean, Facebook ads are kind of confusing for regular people that are not familiar with that. So you saw that need and you filled it by using your skills that you used in your own business, which I think is so much more, I, I'm not even sure what the word that I'm looking for is, but it just makes it so much easier when you're working with someone that has used these same strategies for their own business and now you're sharing it with others. I feel like it's so much easier to talk with someone about those ads. Why did you decide out of all

that stuff that you learned? Because I'm sure there was so many things that you learned about, why did you decide to specialize in direct response marketing?

Nick Mullin (03:32):

Honestly, it's be, it's because I realized that it's one of the smartest things I can do as a young guy to make as much money as possible at, at a young age. And, and all. And, and also because once you've really mastered marketing, you, you then are in a great position cuz then you can go and invest into other businesses and start other, other businesses and you have like a fundamental skillset that most people don't have that you can then deploy into your other businesses and you, you have a huge advantage there. So short term, you know, honestly a money play just to be completely honest with you, to you know, get my, get my footing under underneath me financially as a young guy. And then long term definitely cuz it's just, it provides so much value to other people and yourself if you have other businesses. I can't think of a better, better thing to learn than direct response marketing.

Jillian Flodstrom (04:32):

Well, and being able to diversify, especially no matter what age you are, is so important. Whether it's multiple business or multiple streams of income, I think all of us as entrepreneurs, we need to have that diversification rather than having all of our eggs in one basket. Knowing that, what are some common mistakes that you see businesses make with their advertising campaigns? Because you've probably seen so many different things.

Nick Mullin (04:57):

Yeah. the biggest, there's a lot of them <laugh>. I'd say the biggest, the biggest thing that I see is the easiest thing to change that could make ads work better is just being clear in the message. You're, you're, you're, you're speaking most people most people when they're, when they're trying to create like a video ad or, or some kind of campaign, they, they speak more about themselves. They, they're thinking more about themselves and their offer than what's going on in the viewer in the ideal customer's mind. And so just making that shift already puts you ahead of 95% of, of advertisers, marketers, whatever you wanna call it, just because the majority of marketers, you know, don't think that way, unfortunately. So

Jillian Flodstrom (05:49):

Yeah, making sure that we have our client's journey top of mind is definitely something that's gonna put you far ahead that than the competition. Because you're right, most people don't think about what is the person who's sitting across from that screen? Or, you know, my ultimate client, my target market, what do they need? What, what is the help that they need or the problem that they're struggling with. So what are your top tips for creating effective copy? Because I know that is one thing, that's how we can reach people the most if they are struggling with something mm-hmm. <Affirmative> and we potentially have a solution to fill that,

Nick Mullin (06:25):

Right? Yeah. similar, similar answer as the answer I just gave. It's being super clear. You don't have to be cute with your land, with your, with your, like, with your hooks and your copy and like hooks meaning like the, the thing that you say to draw people in and to catch people's attention. If you have a good offer, all you need to say is you need to identify with who should be watching, right? So for example, if you're, if you're selling to, you know, online coaches, you need to specifically say in the first three seconds, hey, if you're an online coach, dot, dot dot, right? And then the, the second piece to that is getting very clear on

what the desired outcome is that your product or your offer fulfills on, right? So if the, if the, if the promise or the, the, the claim that your offer fulfills on is you help online coaches make, you know, 50% more in revenue in six weeks or whatever, then that's the second part of that hook, right? And the hook's the most important part of your copy cuz that's, you, you know, the rest of your copy doesn't matter if you don't have someone's attention, that's your ideal customer, right? So, you know hey, if you're an online coach and you're looking to increase your revenue by this amount, dot, dot dot, that's a, that's a clear hook and most people's copy isn't clear like that. Yep.

Jillian Flodstrom (07:49):

It probably is confusing to most people, which is why those ads are not successful, why people are not getting the, you know, the clicks or the feedback from clients is that it's just too confusing. I mean, and I feel like correct nowadays we are so inundated with so much stuff that it's like, if you're not clear right off the bat, you're toast, it's, it's not gonna work. Yeah. How do you say up to date on the, the latest trends and the techniques in advertising? Because I'm sure like social media, like things are rapidly changing, right?

Nick Mullin (08:23):

Yeah. the first thing is, you know, having mentors in real time, I think you should always have, always have someone who is, you know, at a higher level of higher floor of the building than you to get feedback from in real time. Cuz they have, they, they likely have someone that's at a higher floor of the building than them. The, you know, the medical, the, the metaphorical building of like experience and, and access maybe, if you will. So mentors slash coaches that are at a higher level than you currently. I think that's the first thing. And then I think the second thing is just being in the game, right? There's a lot of, there's a lot of business owners that will, for example, in the, in the corner of the universe of marketing, a lot of, a lot of business owners will remove themselves from it because they're a business owner, but they should really, to a certain degree stay tapped into their marketing and what's happening. Because if you get, if you're running a paid ads on Facebook, for example, you're getting feedback from the market in real time when you're spending that money, right? And so it's important to stay tapped into, you know, what's going on in your marketing efforts. Cause that gives you, that gives you in real time a good idea of what's changing in the market, if that makes sense.

Jillian Flodstrom (09:46):

Mm-Hmm. <affirmative>. And so if we determine that like, ads are an effective way for us to market our business, what are some of the most important things that we need to track when it comes to measuring the success of an advertising campaign? Because I feel like that is like a whole mystery all in itself. So what's your advice on that?

Nick Mullin (10:07):

Well, you know, the fir the first thing I'll say for, that's a great question. Metrics like your, how many people are clicking on your ad and how many people and how much it's costing for people to click on your ad. Those metrics are actually very irrelevant, which might surprise people. Because if you think about it, you know, if you're, if you're not, if you're losing money on your campaign, but your campaign, if your cost per click is really good, does doesn't matter if your cost per click is good, doesn't matter at all, right? But if you have a very high cost per click or, and, and you don't have as many a high volume of people clicking on your ad, but people are converting profitably into paying customers, then that campaign is working, right? So the metrics that really matter are your cost per qualified lead, right?

Nick Mullin (11:00):

Like the actual cost per qualified lead, meaning someone who has become a lead and has been, you know classified as by, by a few different mechanisms that says that they are qualified for your offer. Your cost per booking. If you're using a call booking funnel with a sales team, you know, you want to have, you wanna have clarity on how much it's costing to get someone to book a sales call with someone on your team. And then your roi, how much are you spending? And then how much are you making back in cash collected revenue? Not, not total revenue, cuz total revenue doesn't matter. It's how much cash is hitting the bank account, right? So if you, if you, if you're spending $1 on ads and you're making back $4 you know, within 30 days in cash collected revenue, you can be confident that, okay, we can spend more and make this much more back.

Nick Mullin (11:58):

Right? But without knowing those numbers, then, then you can't confidently do that. Right. And then one other one I'd say is understanding your your, your sale. If you're doing a sales process for like a high ticket offer or a product, for example, you, it's good to understand how long it's taking for new leads to turn into customers and how long it's taking for customers to pay. You know, their lifetime value, like how much, how long it's taking for you to break even on that ad spend and how long it's taking for the, the total value of that customer to elapse, if that makes sense.

Jillian Flodstrom (12:38):

Yeah, absolutely. Now is there like any systems or technology or processes that you recommend that people have in place mm-hmm. <Affirmative> to, you know, kind of capture all this information and be able to, you know, really look at the numbers and make sure that running these ads make sense?

Nick Mullin (12:56):

Yeah, so there's some softwares at a, at a high level you can use softwares like Hiro, there's one called wicked Reports. There's one for, for e-commerce websites and brands. There's one called Triple Whale that works and all that. All that basically means is when people click on your Facebook or your Google ads or TikTok ads or whatever it can, it can accurately track how much cash collected revenue has come from that specific campaign and that specific ad so that you can, you know, basically, you know, spend more on what's working, spend less, you know, turn off what's not working, et cetera. There are some more manual ways to do it with like spreadsheets if you like. For example, if you're doing a, if you're selling a $10,000 product and you have a sales team, right? One way you can do it is by tracking where your, where your contacts, where your leads came from with u t M parameters, which basically means that if you go into your C R m after you, if you go into your spreadsheet where all your leads are, you can see where they came from by, by having a a little bit of a, a snippet.

Nick Mullin (14:07):

It's almost like a code on the end of the U URL when they click on your ad. So if they click on one of your Facebook ads, it'll say your u r url, and then it'll also say the source, which would be Facebook ads, and also would say the specific campaign, which would be whatever the campaign name would be. And then you can go into your C R m where like, where you organize all your leads and all your customers and you can run a report of, okay, well I want to know, I wanna see only the sales that came from Facebook ads, or I wanna only see the, the sales that came from Facebook ads and this specific campaign. And you can manually be like, okay, well how much cash have we collected so far from these contacts? Right? And then you can look clearly, look at, you know, your Facebook ads and see, okay, we spent, you know, two

grand on this and we've made 6,500 based on our calculation here. Right? So that's a more manual way to do it. But there are, there are some softwares you can use

Jillian Flodstrom (15:05):

That is nice though, that you have, of course we have the technology that will support it, but also we have tactical ways too to really look at it and dive deeper to find which ad is performing the best. Mm-Hmm. <Affirmative>, especially if we're not in a position, maybe you're a solo entrepreneur or a smaller team that's looking for okay, like dial it in. What exactly is the ad that's working for us? If this is super confusing to people, where's the best way that they can get in touch with you? Because I feel like there's so much information out there about ads and how to run ads. Where can people connect?

Nick Mullin (15:43):

Honestly, Instagram is probably the best, the best place to reach out to me cuz I'm very active on Instagram. I get a ton of messages on, on LinkedIn, like a bunch of sales pictures. So I don't usually get connected with everyone that connects with me on, on LinkedIn, unfortunately. You can either go on Instagram at the Nick Mullen, Mullen is with an I, not me. Or you can my, my email should be on my Instagram as well. You can either, you know, DM me, shoot me a message on Instagram or just shoot me an email.

Jillian Flodstrom (16:14):

Instagram's my favorite too. I feel like that's the e out of all the social media. I feel like it's the easiest to connect and really the fastest way too, because it's just a message that we can send back and forth to each other. So I'll be sure to link those in the show notes for people's quick access. One final question that I have for you that I ask each and every one of my guests is, what is one piece of advice that you would give to a small business owner?

Nick Mullin (16:39):

Hmm, good question. Sell the result, not your program. You know, I love that ton, ton of people are still in the boat of, you know, I'll, I'll give an example of like the coaching industry. You know, people, people, there are very few people that are looking for a coaching program to invest in, but there's many, there are many, many, many, many infinitely more people that are looking for a specific result. Your coaching program or your product is just a thing that you, that you implement for them to help them get a desired outcome. And, you know, for, for the most part, no, no one, no one cares very much about all the details of the coaching program. Those are just ways of you articulating how you help people achieve a specific desired outcome. There's no other reason people buy for the most part.

Jillian Flodstrom (17:36):

I love that. So true. Thank you so much for spending time with us today. I really appreciate it.

Nick Mullin (17:42):

Thanks for having me. Appreciate it.