LONGER DROPSHIPPING GUIDE

Hey, this took me a lot of time to write and I tried to include a lot of useful information. If you have Instagram, I would appreciate it if you threw me a follow. I plan on releasing a series on internet marketing on there. - https://dropshiptips.com

OVERVIEW:

This guide is not meant to be any kind of all-in-one ultimate guide. This mainly details my thought process when setting up a campaign and offers some suggestions based on the experience and knowledge I have gained over the last few years. Like with everything, there are always going to be other people that do things slightly differently or have different opinions.

This guide is going to talk a lot about internet marketing. You obviously can't dropship products if you do not have anyone to dropship them to - so you need to find a way to convince people to buy your product. For the purposes of this guide, we are going to be using Facebook. Facebook is definitely not the apex of traffic sources - but it's pretty damn good and is probably the best option for beginners.

Internet marketing is remarkably simple but it requires a sixth sense that can only be developed through trial and error. The barrier to entry is also quite high since most people either don't have the time to learn or simply can't afford to lose money while trying to launch their first few campaigns. With that said, let's get started.

The most common platforms dropshippers are currently using to drive traffic and sales is Shopify and Facebook. You create a landing page in Shopify and then drive traffic from Facebook. Obviously, you can use any cart software you want or drive traffic from a myriad of other sources - but this is the easiest way to get started and to actually start making sales.

REQUIREMENTS:

1. You need enough money for a Shopify account. The most basic plan is around $15/mo. You should also have some spare change to play around with Facebook Ads but don't worry about this for now.
2. Computer literacy. You will have a much easier time if you have a basic understanding of PHP/HTML/Cookies/General web development.

3. Facebook & Instagram

BACKGROUND:

Virtually no one in this industry comes up with their own ideas. You simply copy or steal it from others. You copy the advertisements that you see. You copy the landing pages that you see. You copy as much as you are legally allowed to. You do this because you know what they are doing is working. Companies typically do not spend money running an advertisement that isn't generating them profit. If you see an advertisement in the wild, it would be wise to take a look at their website and product.

Do not drive yourself crazy trying to reinvent the wheel by finding the next big thing on Alibaba or AliExpress on your own - because you probably wont. Look at existing campaigns you see on the web and use them as your foundation for inspiration or ideas.

Ad #1

Gadgets World
Sponsored ·

This $29 zoom lens goes viral! Stop spending money on expensive camera and get the same results you get from a professional DSLR for a fraction of the price.

"Carrying an ultra-compact, lightweight telephoto lens will give you the power of a $4000 DSLR in your pocket."

Photography Industry In Shock

50% Off Plus Rush Shipping On Today's Orders

LUXHD450.COM

Shop Now

👍😮❤️ 16K   1.7K Comments 4.6K Shares 3.5M Views

I loaded up my Facebook News Feed and immediately saw an advertisement for the phone clip pictured above. Screenshot it and make note of the titles, headlines, and texts. Click on the advertisement and check out their funnel. The most important thing I like to look for is the marketing *angle* that is being used to promote the product. Text and images can all be tweaked as needed - but you want the angle to be the same. In this case, the angle being used is that the photography industry is in shock because of this new little gadget that attaches to any

smartphone and easily turns it into a professional grade DSLR. You should use a similar angle if you're going to promote this product.

If we check AliExpress, it sells for approximately $8. You could get it for $4 if you bought in bulk. Make note of the video they used, the pictures, and pretty much every other detail related to their funnel. This offer overall seems like a good candidate to copy.

Ad #2

Here is another one I found. Yet again, another Alibaba product. A quick look at the funnel
shows that they are selling the item for roughly $40. A quick search on Alibaba shows us that
this flashlight sells for about $6-$8. The marketing angle being used in this advertisement is
displaying various videos and images of overexposed flashlight beam shots. This would also be
a good candidate for copying.

Ad #3

Phonebibi
Sponsored · ✳

Offer your cards ▭▭ RFID and physical protection! The Cascading Wallet is the MOST FUN and SECURE wallet available!! ✔✔
Get yours NOW ➡ ➡ https://goo.gl/jy5FB1
SHARE & TAG someone for this good news 🔲
LIKE if you want this too! 👍👍

SPECIAL 85% OFF now!!

Get with FREE SHIPPING!

Shop Now

The ad above is promoting a cascading RFID wallet. It looks pretty cool and the video statistics (not visible in the picture above) show that the video has almost 3 million views so you can be confident that significant amounts of money are being spent on this advertisement and significant amounts of money are being made as a result.

I looked into this product and concluded that it actually is not a generic Alibaba/AliExpress product like the first two advertisements are. This particular company actually went and contracted the manufacturing of this product using their own resources. You could do this yourself if you wanted to but it will obviously cost a lot more money than just buying a generic product and slapping your own brand on it. Since we do not have access to the product, this is an ad we can't directly copy . We could however find a RFID wallet already on Alibaba and just copy this ad's marketing angle.

Facebook is not the only platform you can use to spy on ads. In recent years, a new form of advertising called Native Advertising has also become really popular. Native advertisements are supposed to be advertisements disguised as "suggested content". Websites prefer to display native advertisements over traditional advertisements because they are not as obtrusive in nature and are more well received by viewers. They are commonly used on news or blog sites like MSN or Yahoo but can also be found on websites like Liveleak. See the example below..

Native ads are very expensive so they are not a good place to start for beginners. However, you should spend time checking out their advertisements and funnels for any ideas or inspiration.

Setting Up Your Website

There are two different ways you can configure your [Shopify](#) store.

1. You can base it entirely around a single product

2. You can base it around several products

I would not recommend setting up a store based on several products or a category of products. You want to funnel all your resources into the same place and that is going to be difficult to do if you're trying to sell multiple products. It's much more effective to create an entire advertising campaign based on one product, send all your traffic directly to that product, and then instantly hit your readers with the landing page. You should not send traffic to your store's catalog or homepage and expect viewers to browse and shop around.

The way we are going to accomplish this in [Shopify](#) is by using a theme that was designed for just one product. The theme we are going to use is called Kickstand and was originally created to sell an E-Book. For some reason, this theme was removed from the official [Shopify](#) marketplace so it can no longer be publicly downloaded. I don't know if the theme makers are attempting to monetize it now or if [Shopify](#) just doesn't want third party themes in their store. Either way, you can either try to find it yourself on the web.

Once you have your [Shopify](#) page created, go ahead and import the Kickstand theme. Load up the page editor and start working on your home page (which is going to be your landing page). You are obviously free to configure it however you want but I would recommend using what works as a template and simply copying the overall layout of the website I linked above.

Introduction To Facebook

Facebook is revolutionary for internet marketers because it provides access to the vast amount of data it has collected from its users. Variables like age, gender, clicking habits, buying habits, engagement habits, etc… are all factored into the type of personality your advertisement will be served to.

While this arguable invasion of privacy can seem a little creepy, it enables marketers to refine their campaigns on a level never previously possible. No other ad platform even comes close to the level of precision Facebook can offer. This is important for small-time internet marketers because it allows us to get our feet wet without having to waste a bunch of money on inefficient broad targeting.

Facebook even takes it a step further and has an in-house algorithm to automatically optimize ad campaigns for you.

Types of Ads

People often confuse advertisements with *Promoted Posts*. The two are not the same. For reasons I am still unsure of, some people seem to have a preference for using promoted posts instead of traditional Facebook ads. In my opinion, and in the opinion of both my account managers, this is an unwise practice for performance marketers. Promoted posts do not have access to the same level of conversion optimization that an advertisement does. Just stick to a regular ad.

When creating your ad, you will have the option to select from three different categories: Awareness, Consideration, and Conversion. As mentioned above, the whole point of Facebook's ad platform is its ability to offer really efficient budgeting. Going with any other option besides Conversions is going to be a waste of money for any performance marketer.

Ad Format

This can be tricky to talk about because it's always changing - so what I say now may not be relevant in a few months or years from now. Historically, single image advertisements performed very well and there are still plenty of marketers today using single image ads with great success. In my experience, nothing converts as well currently as a Single Video ad. My advice would be to use a video for your advertisement.

Using the advertisement examples I posted above, I am sure you can figure out the kind of headlines and text you want to be using for your ad. Phrases like "Wow Should This Be Banned", "Wow, How Is This Legal?", "You Gotta See This!", etc… seem to be effective headlines.

It goes without saying that your actual ad video or picture should be very eye-catching and engaging. Think about all the nonsense Facebook and Instagram users see in their newsfeed. It's not easy to get their attention. It should be viral in nature and cool to watch - but it should also be relevant to the angle you are using to promote your product. For example, a skin care product I saw being marketed the other day was using a video of zits being popped. As evidenced by the millions of views these addictive zit-popping videos have on YouTube, it's

obvious that this is an effective way to engage the viewer. There was another video I saw of a high-powered laser pointer being used to ignite a tank of gasoline. It's the type of content that you can't keep your eyes off. The more people that comment, like, tag, or share your ad, the more "relevance" it has which is a metric used internally by Facebook to rank ads. All the best performing ads have a high relevance (although a high relevance doesn't necessarily mean your ad will perform well).