



LOREN BARTLEY

YOUR SMART
SOCIAL AD SPEND STRATEGY



**NO LIST?
NO TRAFFIC?
NO ENGAGEMENT?
NO WORRIES...**

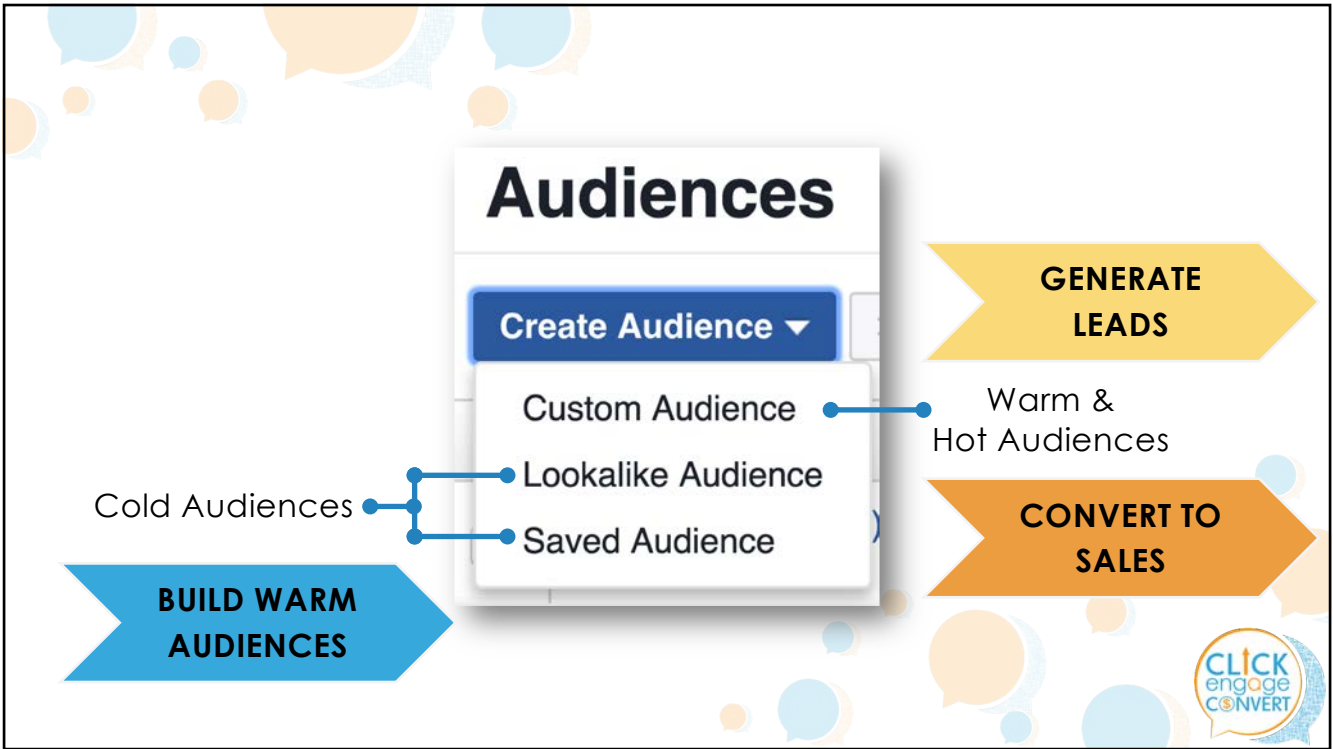


FACEBOOK ADS SALES FUNNEL



Built in conjunction with organic digital marketing efforts





BUILD WARM AUDIENCES

Target cold audiences:

- Saved audiences
- Lookalike audiences

To build audiences of people who have:

- Visited your website (FB Pixel installed)
- Engaged with you on Facebook/Instagram (organic or ads)
- Watched your videos
- Messaged your Page
- Subscribed to your emails

CLICK engage CONVERT

**GENERATE
LEADS****Target warm audiences:**

- Visited your website
- Engaged with you on Facebook/Instagram
- Watched your videos

To build audiences of people who have:

- Visited specific pages on your website (FB Pixel installed)
- Messaged your Page/subscribed to your chatbot
- Subscribed to your emails

**CONVERT TO
SALES****Target hot audiences:**

- Visited your website sales page (but not the thank you page)
- Messaged your Page
- Opted-in for specific lead magnet


To:

- Sell specific products or services




BUILD WARM AUDIENCES

AD OBJECTIVES




Awareness	Consideration	Conversion
Brand awareness	Traffic ✱	Conversions
✱ Reach	Engagement ✱	Catalog sales
	App installs	Store visits
	Video views ✱	
	Lead generation	
	Messages	




GENERATE LEADS

AD OBJECTIVES



Awareness	Consideration	Conversion
Brand awareness	Traffic ✱	Conversions ✱
✱ Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation ✱	
	Messages ✱	



CONVERT TO SALES

AD OBJECTIVES

TEST

Awareness	Consideration	Conversion
Brand awareness	Traffic *	Conversions *
Reach	Engagement	Catalog sales *
	App installs	Store visits *
	Video views	
	Lead generation	
	Messages	

BUILD WARM AUDIENCES

AD FORMATS

TEST

BUILD WARM AUDIENCES

GENERATE LEADS

CONVERT TO SALES

Video

Links

Images

Video

Links

Lead Forms

Messenger

Destination

Video

Links

Messenger

Destination

Dynamic Product Retargeting



TEST

AD COPY VARIATIONS

- 1**
EDUCATIONAL

oliveandash.com.au
What would you rather put on your skin? [LEARN MORE](#)
- 2**
BENEFITS DRIVEN

helenmitas.com
FREE GUIDE: Get More Hypnotherapy Clients [LEARN MORE](#)
- 3**
DIRECT

123nourishme.com.au
YUMMY Immune Boosting Food & Drink for Kids! [SHOP NOW](#)



AD VISUALS

BUILD WARM AUDIENCES

Engaging images/videos
 Stock/native
 Non-branded

GENERATE LEADS

Opt-in image
 Stock/native
 Explanatory video
 Introduce branding

CONVERT TO SALES

Familiar Branding
 Familiar Faces
 Product images
 Screenshots/demos
 Camera facing videos
 Testimonial videos



AD PLACEMENTS

Platforms

- Facebook
 - Feeds
 - Instant Articles
 - In-Stream Videos
 - Right Column
 - Suggested Videos
 - Marketplace
 - Stories
- Instagram
 - Feed
 - Stories
- Audience Network
 - Native, Banner and Interstitial
 - In-Stream Videos
 - Rewarded Videos
- Messenger
 - Inbox
 - Sponsored Messages

Facebook Stories
 View Media Requirement



POST TO PAGE FIRST FOR MORE SOCIAL PROOF



AD BUDGETS

**BUILD WARM
AUDIENCES**

40-60% of Your Ad
Spend Budget

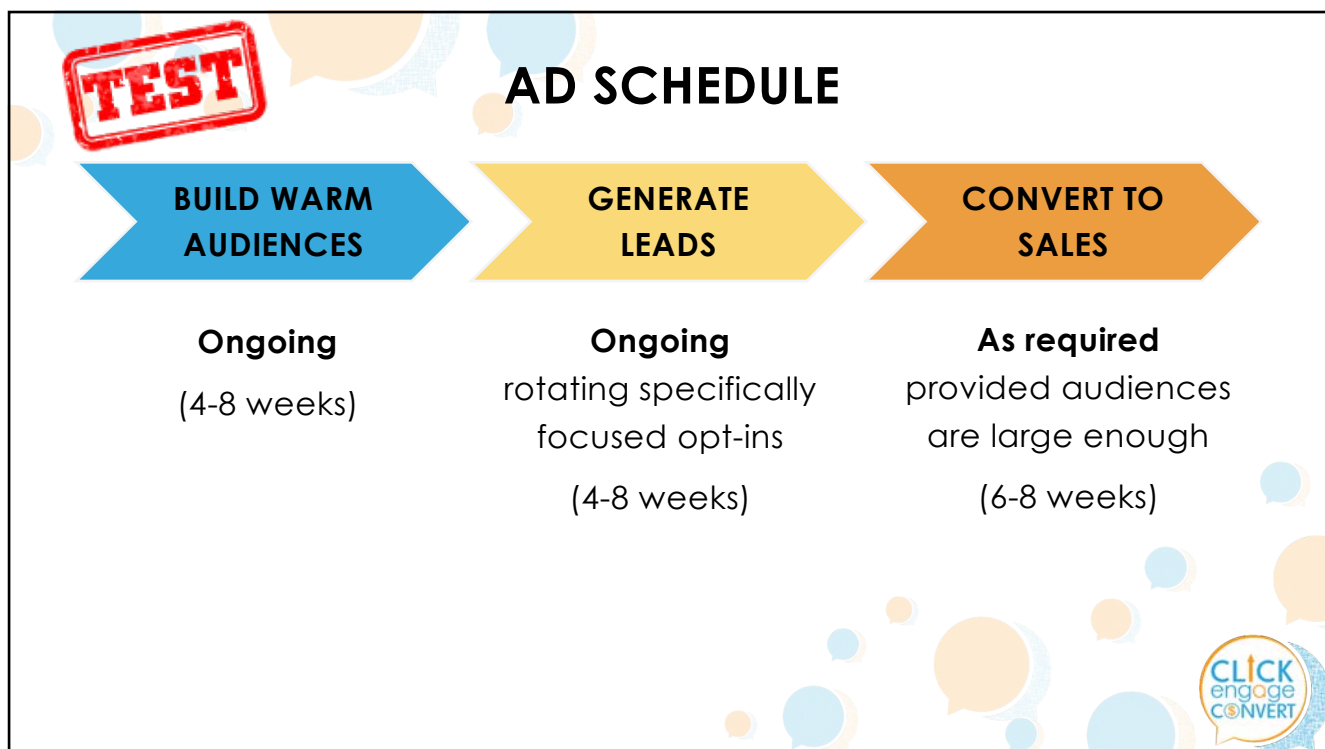
**GENERATE
LEADS**

20-40% of Your Ad
Spend Budget

**CONVERT TO
SALES**

10-20% of Your Ad
Spend Budget





ALWAYS BE TESTING

CLICK
engage
CONVERT

MONITOR AD PERFORMANCE



REFRESH YOUR ADS BASED ON RESULTS

