



WHY MOST FAIL,
BUT YOU WONT

CRUSH IT WITH
ONLINE ADS

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Bloggerithm

bloggerithm.com



Software-as-a-Service
(SaaS) Companies



Lead-Gen Businesses

A lead-gen business is any service-oriented business that's using Facebook Ads to find new clients.



E-Commerce Sellers

On Next 4 Pages Star



What types of offers you want to try



- Upsells to higher packages or tiers of service
- Pushes for referral program participation
- Requests for feedback, reviews or testimonials
- Referral marketing incentives (or better referral marketing terms for top advocates)
- Access to private Facebook groups or forums
- Recognition of their “top user” status



- Upsells to higher packages or tiers of service
- Pushes for referral program participation
- Requests for feedback, reviews or testimonials
- Invitations to in-person events
- Special referral marketing bonuses
- Extra services not available to the general public



- Upsells or cross-sells to related products
- Pushes for referral program participation
- Requests for feedback, reviews or testimonials
- Special VIP-only coupon codes
- Special referral marketing incentives
- Invitations to in-person events, such as product launches, tradeshows, etc

Advocacy/Promote: Custom Audiences (top 20% customers)



Free trials
Paid trials
Paid subscriptions



Pushes to lead-gen landing pages
Pushes to webinars



Product-specific dynamic retargeting ads
Product sales
Re-purchase ads (for products that run out)
Coupon codes

Get Excited/Ascend: Custom Audiences (past purchasers, several visits to website, email engagement above norm, high lead score)
Make the Sale



“10X” content
Marketing videos
Case studies
Lead magnets



“10X” content
Marketing videos
Case studies
Lead magnets



Product reviews
Product comparisons

Subscribe/Convert : Custom Audiences (email List, Website Visits, Facebook Engagement, Past Customer purchases, app use) & Lookalike
Promote Benefits



“10X” content

Marketing videos

Ungated blog posts

Past positive customer reviews
and/or testimonials

Media mentions on major news
outlets



“10X” content

Marketing videos

Ungated blog posts

Ungated white papers or case
studies

Past positive customer reviews
and/or testimonials



Product introductions

Positive reviews and/or testimonials
from past customers

Product reviews

10X content

Influencer/experiential content

Awareness/Engage: Core Audience & Lookalike
Value, Value, Value

Campaign Objective

	Brand Awareness	Store Visits	Traffic	Product Catalog	Conversions	App Installations
Local Business	X	X				
Ecommerce			X	X	X	
Consultant	X		X		X	
Business to Business			X		X	
App						X

Resources & Tool Go to:

<http://bloggerithm.com/blog/facebook-ads-resources-and-tools/>



Facebook AD Brainstorm

Best Growth Strategies & Resources
www.Bloggerithm.com/blog

Types of ads

- Special Offer Claim
- Messenger
- Video
- Educational
- Storytelling
- Lead Generating (collect email)
- Photo (single or carousel)
- Links
- Retargeting

Ad Check List:

- You-niversal message (You & Your)
- Solves a pain point/satisfy a desire
- Has a goal tied to where the people is at in the funnel- right content at right time
- Good Offer
- Call to Action
- Value added content
- Has Social Proof
- Emotionally driven images/video- tells a story, shows benefits not features
- Testing- 2-3 images, copy, audiences

	Ad Post
Ad Objective:	Ex. People reading blog, optin in, purchase
Text (Recommended 90 characters, can have 500 characters)	
Eye Catching Image/Video	
Compelling Headline (25 characters)	
Description: Preview Text (1-2 lines)	
Link (30 characters)	
Success Measure:	



Google AD Search Brainstorm

Best Growth Strategies & Resources
www.Bloggerithm.com/blog

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	Ad Post
Ad Objective:	Ex. People reading blog, optin in, purchase
Keywords	
Compelling Headline 1 (30 characters)	
Compelling Headline 2 (30 characters)	
Description: Preview Text (80 characters)	
Final URL	
Success Measure:	