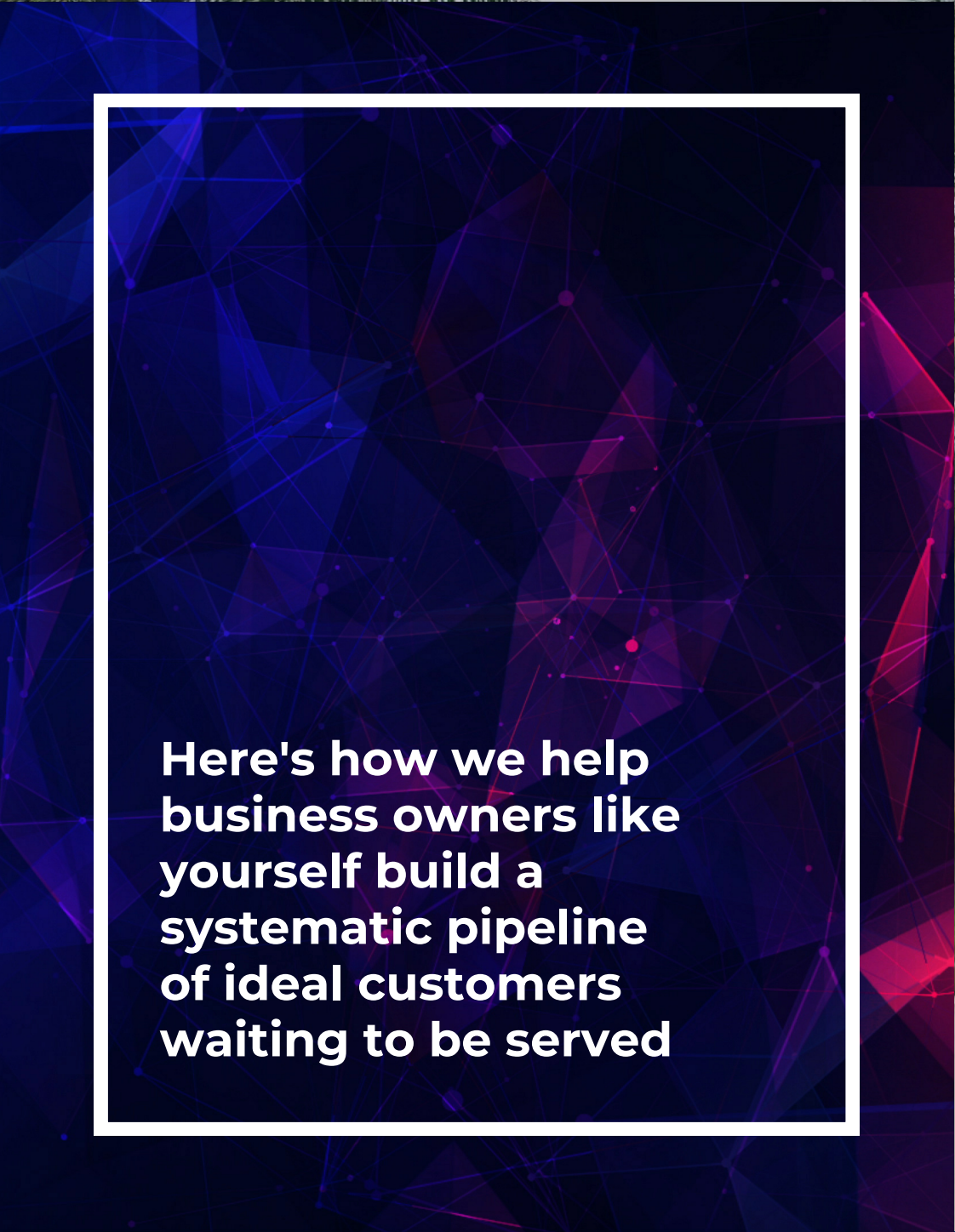




# THE TOP 15 THINGS YOU NEED TO KNOW

to maximize the effectiveness  
of your marketing



**Here's how we help  
business owners like  
yourself build a  
systematic pipeline  
of ideal customers  
waiting to be served**

# Let's get straight to it: You want your ads to bring 10X in return on investment

You want your ads to be so profitable to the point you can't handle all the clients coming in, so much that you have no choice but to hire more people in your team. (sounds to be a great problem, isn't it?)

Well, we know that's your goal so that you can be financially independent and be able to actually create a better experience for your clients.

We also know you've worked hard building up your business, learning about your industry, and hustling to get clients...

But now, you're working all the time, and you still haven't seen the progress you want.

You're probably making 5-6 figures a year, but your income isn't consistent and you're burned out... from work and stress (this is not what you have signed up for starting this business in the first place).

You watch a lot of educational video talking about Facebook and Google Ads, SEO and social media presence, but now with all the information out there, you are just more confuse than before.

You feel stuck and frustration start to build up inside you because no matter what you do, you don't get the results that you deserve.

But this will be a problem in the past because with the information in this guide, you're about to break that cycle TODAY!

What you are about to learn is a collection of fundamentals as well as cutting-edge strategies used in our agency to bring great results for our clients.

## So, are you ready?

Then let's wait no more...



First, let's lay down the foundations.

Because it is critical for business owners like you to grasp the fundamentals of creating successful advertising.

Nowadays, every company needs a promotion. I've seen thousands of millions of dollars squandered on inefficient, mediocre, or simply terrible ads, and I'd like to spare you the agony. But, most importantly, I want you to grow your business, and have effective advertising in all forms.

After all, your firm will collapse if you don't get new customers!

The good news is that the fundamental principles of creating an effective marketing strategy apply to almost everything you wish to use as a promotional tool. This is not your typical lead generation e-book that gives you a very surface level of understanding of how effective marketing works but a complete step-by-step.

So here are 15 things you MOST do in order to get a successful marketing campaign that works:

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## 1- Set up your goals

I often ask those questions to my clients:

- What is the objective of your marketing campaign?
- What are your primary goals?
- Are they realistic?

You should also do an examination of these questions and respond to them honestly.

Maybe you are trying to increase the awareness of your business/product, or trying to increase website visitors, or just simply looking to increase sales? (and who's not)

By defining your goals, your company may adopt a journey-based advertising approach.

Advertisers use journey-based advertising to produce adverts that are useful, relevant and targeted at each phase of the buyer's journey.

Based on what you've established here, you may go to the following stage and begin your research.



## 2- Get to know your market, your audience, and the competition

You cannot consider yourself ready to create advertising unless you do a thorough research on certain critical aspects on which your campaign is dependent.

It is critical to understand the market and its behaviour. Focus on how things have altered in recent months and what experts expect for the near future.

Understand your market position, as well as the roles and positions of your rivals.

Investigate how they market their items and avoid copying their strategies. Instead, you'll need to come up with something unique, something out of the ordinary, anything that will turn your viewers into customers.

## 3- Identify your target audience

However, to do so, you will also need to understand the typology and personality of your ideal customer, that is the buyer persona.

- Know whom you're sending your advertising to.
- What are the devices they're using?
- What are their social standings?
- What are their online habits, and how do they shop?
- Who is more likely to purchase your goods or services?

Answering those questions is another critical stage in planning your advertising strategy. If you want to be successful in developing engaging advertising, you must first understand to whom you are sending it.

Of course, depending on your business and specialty, there may be more questions to address here, such as:

- To which demographics group am I presenting my messages?
- What is the socioeconomic status of my clients?
- How old are they?
- Do they specialize in a certain field?
- How educated are they?
- Do they reside in a certain location?
- How are they related to the competition?

The number of possible questions is endless.



What is critical here is determining which one – or maybe several – of them best fits your objectives and responding to them with honesty and impartiality.

You can also summarise your answers in those 5 categories:

- Demographics (Who /Where they are)
- Psychographics (How they think)
- Wants vs. Needs (Why they buy)
- Hot Buttons (What they buy)
- Decision Makers and Influencers (Who to target)

Also, from the goal you previously defined, you will have 3 different audiences you can target on Facebook:

- **Lookalike audiences:** Reach new people whose interests are like those of your ideal customer.
- **Core audiences:** An audience based on criteria you chose (age, interests, and geography)
- **Custom audiences:** Get back in touch with people who have previously engaged with your content.



## 4- Build Your Messaging

Your messaging should be tailored to your prospects. It should be written in the second person, utilizing pronouns like you and your, to connect with the audience and the person reading the ad.

For example, what are the obstacles that marketers face if you run an advertisement to reach and attract them?

**Problem Statement:** I need to generate more leads for my company.

**Copy's direction:** People don't hate ads; they hate bad ads.

**Headline:** 5 costly mistakes beginner marketers make when developing their campaign and how you can avoid them.

**Description:** Learn how to get more leads for your company by avoiding those mistakes that can cost you a fortune.

**Image:** A professional with a smile using marketing software

## 5- Find creative ideas

Take all the information you've gathered up to this point about your items and your target audience.

Make a list of words, phrases, and concepts. Combine them and keep going until you have at least a dozen different calls to action, copy texts, and visual representations of how your banners, posts or videos should appear.

## 6- Budgeting the right way

Now, before you go further into creating the ads, it's important to know how much budget you can spend to get a client to buy from you. And in order to know that, you need to calculate what their lifetime value is.

It refers to the amount of money you may anticipate making throughout the course of doing business with a client, including referrals.

Here is a simple formula to help you calculate your Lifetime Value and Profit!

$$LV = (\text{Retail price of a product/service}) \times (\text{Number of purchases you estimate clients will make per year}) \times (\text{Number of years})$$

Example: Retail Price of Product:  
\$150.00 for teeth cleaning every 6 months

$$LV = \$150 \times 2 \times 5 \text{ years} = \$300 \times 5 = \$1,500$$

\$1,500 is what a dentist can expect to make for regular teeth cleaning for one client over a 5-year period. If there are upsells, down sells, or other revenue opportunities add those in.



## 7- The design processes

Obviously, this is the most difficult aspect of the entire ad production process.

Everything you've done up to this point, every prior step, has prepared you for this one.

Now is the time to put your imagination to work and create your banners, posters, or brochures.

You can use the top three or five concepts from your previous designs to build raw advertising.



On average, it only takes 2.6 seconds for a user's eye to choose where to land on a webpage. The usage of eye-catching graphics enhances the likelihood that their attention will be drawn to your ad. Design influences the majority of initial impressions, so make sure you take the time to get a great one

- **Push benefits, not features.**

Theodore Levitt, an economist, said a classic advertising maxim:

"No one wants to buy a quarter-inch drill; they want a quarter-inch hole."

In other words, individuals do not buy for features; rather, they shop for benefits. So, if you're writing about a new face mask, don't tell your prospects it includes salicylic acid; instead, tell them it will give them smooth skin.

- **Avoid overcrowding pictures with text.**

In fact, Facebook advises using text in photos sparingly, if at all. Instead of cramming text into the graphics, try transferring it to the allocated text section. The more it looks like a picture that a friend of theirs took, the better. But if you must add text, use the "Image Text Check" tool on Facebook to receive a rating.

- **Cut to size.**

Low-resolution images reflect negatively on your brand. Make sure you have the correct size requirements so that your pictures are not cropped as well.

## 8- Landing page

An advertisement is only as good as its landing page. When deciding where you want the conversion to occur, make sure you have everything in place to deliver on the promise of your ad.

- Strive for consistency.

If your ad promises something, make sure the landing page follows through. You don't want a person shopping for shoes to end up on a jeans product page.

## 9- How to write killer copy for your ads and landing page

This could be a subject on its own, but here are 12 bullets point to help you structure your next ads and web page:

1. **Headline:** Targets and captures the attention of your ideal prospect for your message. Its purpose is to encourage the reader to continue reading.
2. **Lead:** Strengthens the impact of the headline's notion and establishes who this letter is for and what they stand to benefit from reading it.
3. **Subheads:** Smaller headlines that separate main parts for a better flow of reading.
4. **Rapport:** This Shows that you understand the reader, their pain, and problem.
5. **Bullet Points:** Short but important statements to grab the reader's attention.
6. **Credibility:** Responds to the question, "Why should I listen to this person?". You can take a person of authority in your niche or use a study to prove a point about your product/service.
7. **Testimonials:** Third-party evidence that your product performs what you say it does.
8. **Value Justification:** Emphasizes the worth of the offer and compares it favorably to the price.
9. **Risk Reversal:** Removes the objections that they may have based on fear, which is the most significant barrier to obtaining an order.
10. **Bonus:** An unanticipated gift that increases the worth of your offer; the "the overdeliver effect."

11. **Call to Action:** You "ask for the order" and guide the reader on what to do next.

12. **P.S.:** This is the area to summarize your product's key benefit for your readers.

Of course, you are not obligated to use all of them every time since it depends on whether you're writing a long or short-form copy.

However, I encourage you to always keep those points in mind since the structure is relatively the same whether it's for a webinar, landing page, or long post on Facebook.

## 10- Retarget your prospect

Your advertisements are shown to individuals who have already visited your website to encourage them to return and make a purchase.

You've seen retargeting in action if you've ever left a website and subsequently been "followed" by the goods you were looking at on other websites and social networks.

When done correctly, it serves as a pleasant reminder rather than a harassing experience.

**Is retargeting right for you?**

If you know you're getting website traffic but want to increase your conversion rates, retargeting may have been a great way to market your business online.



## 11- Incorporate Pixel

Once you've determined which page you want the conversion event to occur on, you'll need to add the Facebook Pixel code to the page to track the event.

Having it on your website allows you to gather information about people who visit your website (demographic, interest, ...), measure the effectiveness of your advertising, ensure that you're reaching the audiences that are most likely to take action, and helps you measure conversions across mobile and desktop advertising.

## 12- Measuring your return on investment

This is a critical phase in your campaign, not to say the most important one.

After your campaign has ended, you should begin analyzing how your audience reacted to your ads and whether the entire process was a success.

To do so, you need to have measurable indicators.

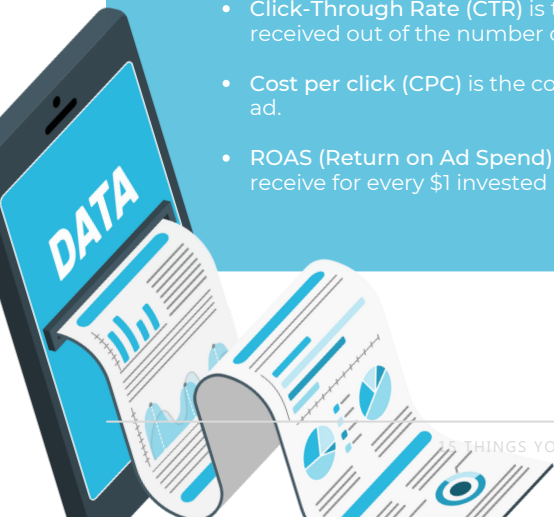
## 13- Know your KPI

This is key because you cannot know whether your ads performed at their best when you don't have data to compare and analyze.

That's why having a set of KPIs (key performance indicators) will be helpful to track the evolution of the ad progress.

Here are some important KPIs to consider:

- Impressions are the number of times your ads were on screen in front of your audience. The more impressions your ad receives, the higher your brand awareness.
- CPM (Cost Per 1000 Impressions) is the cost to achieve 1000 impressions.
- Click-Through Rate (CTR) is the percentage of clicks your ad received out of the number of impressions it received.
- Cost per click (CPC) is the cost each time someone clicks on your ad.
- ROAS (Return on Ad Spend) is the amount of revenue you receive for every \$1 invested into ads.



## 14- Optimize your ads performance

Based on your initial outcomes, you will begin your future design processes and strive to enhance them.

The flexibility to make changes along the way is a distinct advantage of digital advertising. It's not a set-it-and-forget-it marketing strategy. Unlike outdoor or print marketing, internet advertisements can be changed at any moment.

Think of altering your campaign aim, reviewing your bid strategy, changing your targeting, or upgrading the campaign landing page on your website when optimizing your Facebook ads.



## 15- A/B testing your work

In the same principle as the previous step, here you're basically splitting your current campaign into 2 different versions so to compare each other and see which one is the best.

For a better result, you need to change one thing at a time to know exactly what parameter has an influence on the result at the end.

For example, you can change the image of the post or the copy of the call to action but not at the same time.

## Bonus- The power of outsourcing

Outsourcing can be a scary process especially for small firms that are used to keeping control of every aspect of their business or big corporations that have already dealt with

But remember at the beginning when we talk about scaling?

Well, instead of doing all the work by yourself, you can have a specialist like us who are already doing this for as long as social media exist, and free up valuable time you can spend serving clients instead.

And the best part is, you have access to a team of highly skilled experts across a wide spectrum of marketing disciplines for the cost of hiring an employee without the additional expenses and hassle related to hiring a new employee in your team to do your marketing.

So, want me and my team to come up with a custom plan specifically designed for your business?

It's a free 30-minute strategy session.

On the call, we'll go over...

Where you are at right now in your business.

Where you want to go...

And what you want to accomplish.

We'll review your business, spy on your competitors, analyze your target market, review your offer, your sales process, and your goals with you.

And then, we'll lay out an action plan specifically tailored to your individual business for you to reach your goals.

With one caveat...

We only have a few spots left before the end of this year.

So go ahead and grab your free consultation call [here](#) before it's all gone.

And let's make 2022 your best year yet...

# Get your free strategy session **Here »**

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