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**Secrets To
Profitable
Facebook &
Instagram Ads**

**Add An Extra 1M - 5M In
Revenue Per Year**

#1 TURNING ICE COLD PROSPECTS INTO REPEAT BUYER STRATEGY

With the recent IOS14 update about tracking, it's important to start changing your marketing strategy.

Here are a few things we're currently doing to help our other clients.

A. We're restructuring clients' websites and landing pages to include more soft conversions and chances for users to give us permission (and info) to market them. Such as segmented and multi-level newsletter signups, etc.

This way we can upload custom order lists to Facebook/Google/Snapchat etc and use those for retargeting, along with sending newsletters.

B. We're currently testing a new ad strategy to keep users on FB/IG. With lead ads, video views, interactions, etc. Therefore we can continue tracking users, without significant changes.

Advertising platforms are always evolving, however, the strategy is doesn't.

The below strategy going to help you navigate the post IOS14 update.

Setting up any advertising campaign can be a daunting task.

If you are new to Facebook/Google/Snapchat/Pinterest marketing there's a good chance you will find it quite challenging to structure your strategy correctly.

Structuring your campaigns correctly is a really important step towards optimising for success.

The customer journey is the complete experience a customer has with a business.

It encompasses all customer interactions across all channels, devices and touchpoints, through every stage of the customer lifecycle - from awareness to loyalty.

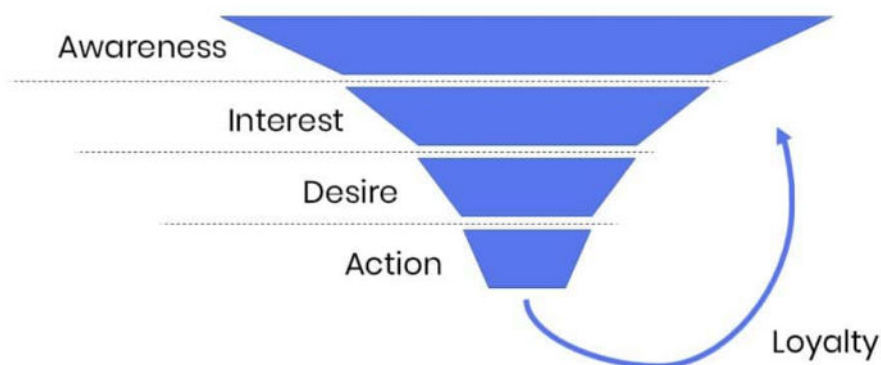
This journey is represented as a funnel. Each stage of the funnel represents a different path on the journey. You need to drive your visitor through each stage of the funnel in order to convert them to a customer.

Top Of Funnel — Drive awareness of those who are not yet familiar with your brand.

Middle Of Funnel — Remarket to people who showed an interest in your brand at the top of the funnel. You want to get these people to view the products on your website.

Bottom Of Funnel — After people have engaged with your brand and viewed your products, it's time to get them to purchase. This happens at the bottom of your funnel.

Post Purchase Funnel - Getting customers who bought from you to take another action. For example to follow your FB/IG page, buy more products, join your Facebook group. This is to build on customer loyalty.



Step 1: Make Them Aware

You need to be on your prospects' radar.

This can happen through advertising, blog posts, SEO, Influencer marketing, Google Ads, word-of-mouth, social media ads, or any other channel that puts your products, offers, and solutions in front of your ideal prospects.

To do this, create top-of-funnel content which attracts attention, and then entertains or informs the audience.

See more information below on how to create top of funnel ads.

Step 2: Get Them to Engage

Now your prospect has become aware of your brand, you need to ensure they are emotionally involved or committed, by getting them to click on the link to build or deepen the relationship.

As a digital marketer, this stage begins immediately after your first touch (or interaction) with a prospect and continues through their entire experience with your brand.

It's an ongoing conversation you have with them through multiple channels: Facebook Ads, Youtube Ads, Google Search Ads, Google Shopping Ads, Google Display Ads or Snapchat Ads.

The engagement doesn't stop once they visit your website or purchase from you.

Step 3: Ask Them to Subscribe

When someone likes their experience with your brand, trust begins to build. Once that happens, it's time to ask for a small commitment; such as subscribing and giving you permission to send them emails.

You offer them something they want - they fill out a form to get it. It's that simple.

There's just one problem. Today, people are careful about giving their email addresses.

You have to offer something valuable, making it worth their while. Think, free samples of a product or a discount code if they sign up for your offer, an eBook, a tutorial, or a guide.

But email is such a communication phenomenon, that it is entrenched in our daily lives and therefore has major financial value to online marketers with an estimated \$42 return for every dollar spent, up from \$38 in 2018 according to research carried out by campaign monitor.com.

Step 4: Make Them a Customer

If the potential customer hasn't opted in, that is fine, we can run a direct response online ad campaign to persuade them to purchase from you.

Once the customer has purchased from you, we need to get them excited about your brand.

How do we do that?

By giving your new customer a memorable experience.

Consider offering a quick-start guide... bonus features that surprise and delight... quick wins... or indeed, any content that makes your new customers happy.

Step 5: Ask Them to Spread the Love

Happy customers love to share their experiences, but sometimes they need some encouragement to do so. The cool thing is, once they do, they become even more loyal to your brand.

So, ask people to share their positive experience with your brand by writing a review or filming a video which you can use for user-generated content.

Step 6: Make Them a Multi-Buyer

At this stage, your goal is to generate repeat buys, real profits and maximise the lifetime value of your customers.

Here you want to focus on your backend systems like email and SMS marketing. You can start to create and send promotional emails, upsell/cross-sell emails and newsletter emails.

You can also run ads to show different products to your customers.

If you're serving your customers well, they'll want to buy again and again.

Step 7: Win Back Campaign From Old Customers

This type of campaign helps to re-activate your dormant buyers. Here it's really important for you to get the timing right.

For example, a supplement brand sells a 90-day supply of a product. When someone places an order, it's logical to appreciate that they will need to repurchase after 90 days.

It would make sense to send out an email before the end of the 90 days to say, 'Hey if you're running low on Supplement X, don't forget to stock up before you run out'.

If you don't sell a product that needs to be purchased periodically, you can still email / SMS / buy ads, to create a Win-back Campaign.

[Click here to check out our exact system to scale from \\$0 to \\$15,000 in daily ad spend.](#)

#2 HOW TO CREATE FB AD CREATIVES THAT SUCK IN SALES LIKE A VACUUM

Top Of Funnel Creatives:

The whole purpose of TOF creatives is to engage your audience to watch and look at your ads and click through to your website or offer in order to buy.

Here, you are targeting ONLY new customers for the TOF ads. Super engaging, eye-catching product showcasing creatives are all important at this stage.

Below we have put together the elements that should be included in highly converting TOF videos.

- Clearly show your product's features and make it obvious how it works.
- Highlight the problems and issues your niche is experiencing, which your products will help solve. Make sure to emphasise these pain points to draw emotion from your customers.
- Show your audiences what they are missing out on, by not having this product.
- Highlight the benefits of your products and particularly, how it will help them make their life easier, or solve a problem. Make the customer feel they can't do without this product or why it's a perfect gift. Whatever the benefits are, you must highlight them.
- Showcase how your products differ or are superior to the competition in the market.

- Include photos and or videos from your customers with your products; using them; trying them on; reviewing them; unboxing them and reacting to them.
- Include videos on how to use your product. Don't make the buyer guess.
- Showcase multiple products of a collection in one video.

Middle Of Funnel Creatives:

The purpose of MOF creatives is to build trust with these audiences and encourage them to buy your product.

At this stage, you are targeting people who have engaged your offer or service at the top of the funnel but have not yet visited the landing page.

Ideally, most of this content needs to be user-generated - produced by your customers and you are using it for MOF ads. At the same time, you can create content for MOF yourself and it will still convert.

Below we have put together the elements that should be included in highly converting MOF videos.

- Unboxing videos showcasing the product in its packaging, highlighting the branding experience, including revealing the product and talking about it.
- Reaction Videos showing people's reaction to receiving the products themselves, or as a gift. Capturing the excitement from these moments is super engaging content.
- Competitor Review showing your products versus a competitor's products or the person on camera talking about why your products are superior when compared to a competitor's product.

- Product In Use Videos showing different angles and features of the product in use.
- Customer Collage showing combinations of the different elements above into one larger video, and includes short videos and photos from customers using your products.
- Full Product Experience Videos showing a video from a customer, with them receiving the items, talking about the brand experience, talking about why they purchased the products, what made them buy it, how it compares to competitors, what they love about it, how it solves a problem for them and highlights the key features and benefits. Should involve them using the products for its intended use.

Bottom Of Funnel Creatives:

The purpose of the BOF creatives is again to build trust with these audiences and encourage them to buy.

At this stage, we are targeting people that have been to your landing page or website but never purchased your products.

The content used for BOF is very similar to MOF, however, you can add some more customer reviews and testimonials. Consider deploying the classic, “come back and buy” or “finish your checkout” creatives, as this stage of the funnel as your potential customer is warmer than the middle of the funnel.

Below we have put together the elements that should be included in a highly converting BOF video.

- Unboxing videos showing how the products get delivered, showcasing the branding experience and include showing the products and even talking about the product.

- Reaction Videos showing people's reaction to receiving the products themselves, or as a gift. Capturing the excitement from these moments is super engaging content.
- Competitor Review showing your products versus a competitor's products or the person on camera talking about why your products are superior vs a competitor.
- Product In Use Videos showing different angles and features of the product that is in use.
- Customer Review Video from your customers talking about why they purchased your product; why they love it and why others should purchase too.
- Testimonials Videos from customers talking about how the product has helped them or made a difference in their life and how it could benefit others.
- Customer College video combining all the different elements above into one big video including short videos and photos from customers using your products.
- Finish Checkout Creatives images or videos encouraging potential customers to come back to the website and finish their checkout.
- We Miss You Creatives create a video stating in a creative way that we know they have come to the website however have not purchased - persuading to come back and buy.
- Full Product Experience Videos showing a customers video of them receiving the items, talking about the brand experience, talking about why they purchased the products, what made them buy it, how it compares to competitors, what they love about it, how it solves a problem for them and highlights the key features and benefits. Should involve them using the products for their intended use.

#3 TRYING TO SOLVE YOUR ROAS & CPA ISSUES FROM THE FB AD ACCOUNT?

Have you ever asked yourself: What can we do to increase our ROAS? Our conversion rate?

Are you an eCommerce brand owner who is struggling to scale your paid traffic, trying to fix the problem by spending long periods of time inside your ad account looking for some magical strategy or magical audience segment to lower your CPA?

The variables that you control to positively affect your business are actually outside of your ad account strategy.

Generally, the biggest results are found within your creatives, your ad copy, your website, your landing page, your funnel, your branding, your operations, your customer service, your product, your conversion and most importantly your offer.

This stuff is not talked about enough. This stuff is 99% of your success.

Stop trying to fix these elements by running ads. It will not work and you'll waste a bunch of money.

If your offer is lacking and your site doesn't convert, you will not make the sale.

But EVEN if you overcome that...

If your fulfillment process is crap and it takes two weeks to get your product out, your customer will be pissed.

But EVEN if you overcome that...

If your customer finally received a crap product and hits up customer support and you leave them in the dark.

They will not talk about it and your marketing efforts will not be amplified by word of mouth.

But EVEN if you overcome that...

If your operations supporting all of this is weak, you won't be able to scale. And the chances of you actually getting to that stage by clicking your way to fortunes is very damn slim.

If you double your CTR, you should double your sales.

If you double your conversion rate you will halve your CPA.

If you half your CPC you should double your ROAS.

How do you make these major changes?

You need to work on better creative (Images, Video and Copy) - this will increase your CTR, reduce the CPC and improve your CPMs.

Improve your offer, website, funnel or landing page - this will lead to a higher conversion rate.

Start looking at Google Analytics and use Hotjar to understand why your potential customers are leaving your website without purchasing.

Make changes to your offer, website, funnel or landing page and see how that impacts your conversion rate.

These major changes will alleviate the ROAS and CPA problems.

The lookalikes, the manual bids, the cost caps, the lifetime budgets, all of those strategies and media buying tactics might improve results by 1-2%, however, if you want to dramatically scale your eCommerce brand you need to focus on:

Your offer, your creatives, your ad copy, your website, your landing page, and your funnel.

Ad account strategy and tactics are best used to amplify your ad spend once these other attributes have been drilled into.

Once your website is converting high and creatives are good, you should be able to double or triple your ad spend, maintaining good results with solid media buying.



CLIENT TESTIMONIAL



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#4 IF YOUR FB AD CAMPAIGNS ARE PROFITABLE, YOU MAY BE DOING IT WRONG!

If you're profitable with your Facebook ads, there is only one thing to do...

SCALE.

See the trap that many business owners fall into with their advertising is that they view Facebook as a profit-generating machine, rather than a customer acquisition tool.

The big difference between eCom brand owners doing \$100k/month vs \$1M/month, is the understanding of this fundamental concept.

You see, Facebook advertising is a bottomless pit.

Once you get it converting, you can scale.

Once you can scale, you can determine exactly how big you want your company to be and the best part is there are really no limits.

Trust me. I'm all for making a profit.

But if you view Facebook as a profit-generating machine, you're putting a serious damper on your growth.

Let me explain...

Customer interaction with your company should never be limited to the first sale.

If this is the case, you're doing something seriously wrong.

If you're building a solid brand and your back-end is solid.

You should have customers come back multiple times per year.

For example eCom owner I was speaking to...

You're paying £15 to make a £60 sale to cold traffic.

$£60 - £15(\text{CPA}) - £5(\text{COGS}) = £40$ profit.

Sounds nice right?

But consider this...

Every time you make one of these sales, the customer will come back and order 10 times over their lifetime.

That's £600 in revenue per customer. But that's not the best part.

If you do things right, the 2nd to 10th time around you'll only have to pay pennies to make that sale.

Instead of £15. In which case you're making a much larger profit per order.

$£60 - £5(\text{COGS}) = £55$ profit.

$£40(\text{Acquisition profit}) + 55 \times 9(\text{Subsequent sales}) = £535$ profit.

So over their lifetime you'll make £535 in PROFIT for every customer you acquire.

Which is real epic. But it's less than if you were to keep the £40 profit on the first sale.

So let me draw out two scenarios for you...

Scenario 1:

You maintain your £15 CPA and make 1000 sales at that.

That's the ceiling because if you scale further your CPA will go up.

Based on that, you'll make your £535 per customer

With 1000 customers. That's £535,000 in lifetime sales.

Scenario 2:

Instead, you understand lifetime value, so you don't mind not making a profit on the front end.

You decide that the £40 in front-end profit is not important to you and you scale.

And let's be conservative, as you scale your CPA increases to £55 and you make zero profit on the sale.

However, because you have this buffer space for your advertising, you're now acquiring 10,000 customers with this CPA.

This time, you're making £535 per customer minus the extra £40 you sacrifice in your front end CPA.

In which case you would make £495 per customer, with 10,000 new customers.

$£495 \times 10,000 \text{ customers} = £4,950,000$ in lifetime revenue.

Which is almost 10x more moola in your pocket!

This mindset shift is the number one difference between 7 - 8 figure clients and 5 - 6 figure clients.

Think long term. Sacrifice the profit on the front end for scale.

#5 WHY YOUR FB ADS ROAS PLUMMETS EVERY TIME YOU SCALE...

I just wanted to highlight a common mistake I see in about 90% of accounts that are stopping brands from scaling.

I'm so frequently asked:

"Why is it that every time I try to increase my budget over a certain point, my ROAS plummets"

OR

"Why does my campaign only ever last 3 days before dying?"

Okay, so scaling is a complicated topic to discuss but chances are that the reason you're hitting a spending cap is this:

You're not excluding your warm audiences from your prospecting campaigns.

As I said, people come to me with a spending cap and are often wondering why they can't scale past that point.

It's because you're forgetting some critical audience exclusions.

Here's the thing...

Facebook's algo is super-duper smart, it will always show your campaigns to those most likely to convert.

This is great, but the issue is that when you create what you think is a "prospecting" campaign to an audience of a couple of million

This audience also includes people who know your brand has been to your website or purchased in the past.

So your campaign performs straight out the gate, crushes it at low spends, achieves low CPA's and then as soon as you try to scale...

Facebook ruins you into oblivion.

Once your spend increases past a certain point, Facebook exhausts these high value (warm) audiences within your prospecting campaigns and is forced to actually start prospecting

In which case the CPA is much higher. This is also the reason why for a lot of you your campaigns perform for a couple of days and then suddenly "die".

In fact, the reality is your CPA hasn't actually gone up, your campaigns were just bringing in what you thought was a low CPA.

When in reality this was a retargeting purchase and not truly a prospecting purchase.

The two exclusions to use as a starting point for you would be purchasers in the last 180 days and website visitors in the last 30 days.

Then there's attribution which further contributes to this problem.

Literally, ALL that has to happen is for one of these 'warmer' prospects to scroll past your prospecting campaign taking no notice of it at all.

They then click an email or purchases from another source and BAM the sale is attributed and tracked within FB.

Again bringing down your "CPA".

So it's super important to run the right exclusions on your prospecting campaigns.

Because if you're not, you're not really achieving the CPA you think you're achieving and you'll undoubtedly hit that ceiling every time you try to scale.

CLIENT TESTIMONIALS

THE PROJECT Product Re-Launch for Premium Connectable Luggage System E-commerce Development \$10,000 to \$49,999 Sept. 2020 - Ongoing	THE REVIEW 5.0 ★★★★★ "They have great knowledge of the Digital Ads world." DEC 22, 2020 Feedback summary: Rozee Digital had an amazing approach and they drove results. The client saw a month-on-month growth in terms of revenue. The team is relentless and they approach the client's business with a sense of urgency that can't be beaten. Their workflow is good. Weekly improvement meetings were held. Read Full Review	THE REVIEWER Founder & CEO, TACH Connectable Luggage John Salek Marketing & Advertising 1-10 Employees Littleton, Colorado Online Review Verified
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THE PROJECT Google Ads & Digital Ads Management for Surgery Prep Drink Advertising & Marketing \$10,000 to \$49,999 Sept. 2019 - Ongoing	THE REVIEW 5.0 ★★★★★ "It is clear that skill and understanding are there. Rozee Digital definitely adds value." MAR 31, 2020 Feedback summary: Rozee Digital had a great handle on the Google Ads platform, opening up new settings making the campaigns more efficient. They're paying less for more leads. The team at Rozee Digital is flexible, communicative, consistent, professional, and pleasant to work with. Read Full Review	THE REVIEWER Brand Consultant, ClearFast Inc. Marissa Adams Health, Wellness & Fitness 11-50 Employees San Diego, California Online Review Verified
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THE PROJECT Google Ads for Online Retailer SEO & PPC Less than \$10,000 Oct. 2019 - Ongoing	THE REVIEW 5.0 ★★★★★ "They are the best service provider I've worked with in this category." FEB 14, 2020 Feedback summary: Rozee Digital successfully decreased customer acquisition costs. The ROI was greater than when the project started. Communication and deadlines were hit; their team was competent and supplied high-quality service. Read Full Review	THE REVIEWER Managing Director, Flex Technologies Evgeny Boyarov Information Technology & Services London, United Kingdom Phone Interview Verified
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This is how it works. We'll review your business, your goals, and processes, spy on your competitors, and analyse the operations behind their ads. After that, based on what you tell us we'll create a custom-tailored advertising plan for you...for free. This will take only 30 minutes, but can easily transform the next 30 years for your business.

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