

# 7-STEP PLAN TO **MAXIMIZE ROI**

from  
**ONLINE ADVERTISING**



**A PRACTICAL GUIDE TO SCALE  
YOUR BUSINESS WITH ADS**

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# 7-STEP PLAN TO PRODUCE PROFIT with ONLINE ADS



# INTRODUCTION

In more than a few ways, the world of online advertising is like the Wild West.

Most companies that use online ads see a ton of up-and-down variation in their results. Some weeks are great and others can be pretty bad. What's more, the advertising competition is fierce, and you'll need a game plan if you're going to see any success on any of the most popular online ad platforms.

The BIG GOAL should be to set up your ads so they consistently generate positive results at any level of ad spend. The problem is this...

**Getting to that coveted place of consistent positive ROI (return on investment) is something that relatively few companies ever achieve.**

Here's the good news... if you utilize the proven 7 steps in this introductory guide, your business has an outstanding chance to get there. In this guide, we're going to cover a few of the most popular platforms you could be using to run revenue-boosting ads ...

Facebook

Instagram

YouTube

Google

But first things first, let's dispel some rumors about online ads ...

## MYTH #1

**"Online advertising is really difficult and complicated"**

While this is the last thing you'd expect a marketing agency to tell you, the truth is that the actual "how to" of internet advertising is not that difficult. Yes, there is a learning curve on each of the various platforms (Facebook, Google, etc.) but they are things that anybody can learn with a good amount of time and persistence.

Where the real magic comes with successful advertising is knowing how to get the right message, in front of the right person, at the right time, on the right platform. If that sounds daunting, do not worry. That's why we've created this 7-step plan!

One thing to note is that while anyone can run their own ads, it should be noted that this does come with a price. Not only does self-service advertising come with a financial price tag, it does take a lot of patience and persistence. That is why most companies turn to experienced pros like us.

## MYTH #2

**"Online ads aren't a good fit for my particular type of business"**

We've heard this one many times. Look, it doesn't matter if you sell a product, a service, a subscription... online ads can work for you.

It also matter who you sell to either. Particularly we hear a lot of B2B companies questioning online ads. Here is what you need to remember... regardless of your target audience, you are selling to PEOPLE. In today's day in age, there is virtually nobody you want to target that does not use sites like Facebook, Instagram, YouTube, and Google.

There is no rule that says some companies are better than others for running profitable online ads. It all comes down to having a simple but effective way to get your online ads to the land of consistently positive ROAS (return on ad spend).

## MYTH #3

**“You need to have a big budget to successfully advertise online.”**

While you should come to the table understanding that advertising does require an investment, don't think you need to bet the farm on it. When you deploy the right targeting setup, it's quite possible to generate leads and make sales without breaking the bank.

Remember this, when your ads are working, you will want to spend money. It doesn't take a rocket scientist to know that if you're making more than you're spending, you'll want to scale as fast as you can. It all comes down to making the investments needed to crack the code and more importantly... having a plan to make it happen.

Regardless of your past experiences, our 7-step process will be a huge help as you move towards creating your perpetually profitable online ad machine.

With that, let's dive in...

Enjoy!



## **STEP #1 – REVIEW**

*Successes and Failures*

Your failures arguably have just as much valuable information as your successes do! Nobody likes to fail, but you have to fail if you want to learn, especially as you begin to discover what exactly works best for your company's online ads.

The problem most businesses have with their online ads is they have way more failures than successes. If that sounds familiar, not to worry. We can fix that! The first step in the process is to learn from your ad experiences, the good and the bad.

### **Here are a few questions to help you reflect...**

- What online ad platform (if any) has produced the most customers?
- Which specific ads (if any) have gotten the best results?
- Which specific ads (if any) have gotten the worst results?
- What type of ads seems to best fit your company's audience?

Actually spend some time going through your various online accounts. Find which ads people are resonating with and start to think about ways to expand on those concepts and try them on new audiences.

If you've never run any online ads before, take this opportunity to look at your other social content for clues on what concepts and ideas seem to resonate the most with your audience. These are valuable items to consider when crafting your online ads for an ever-growing audience.



Getting your online ads right takes a lot of trial and error... You've got 2 options: go through the pain of making all the errors yourself OR hire somebody who's already made the errors and knows how to actually hit the target.

### **IMPORTANT NOTE:**

If you're reading this and your company has no previous experience with online ads, don't worry! The reality is the majority of the companies we speak with have little to no significant track record with online ads. So you're likely right where you need to be!





## **STEP #2 – RESEARCH**

*Audience and Competitors*

Without the right audience targeting, even the best ads can fall flat and end up wasting a ton of money. If you want to find the audience targeting that works best for your online ads, you're going to need to start looking at your audience in ways you might not have thought of before.

### **How do you go about identifying profitable audiences?**

While agencies like ours do use special tools to get more advanced insights, the good news is you can get started quickly and easily.

Take out a sheet of paper or open a digital notepad and write down all the demographic and interest-related characteristics of your ideal customers. As you may know, modern online ad platforms allow for custom targeting that goes far beyond the standard “Male/Female, 25-55 years old, located in a certain location on Earth.”

### **Here are a few questions to help with your Audience targeting...**

- What other business pages or groups are my ideal customers in?
- What other companies does your ideal customer follow?
- Who are the “gurus” or experts in your field with audiences you can target?
- What life events is your audience experiencing?



## TIP!

### Use The Ultimate Online Ad “Spy Hack”

Did you know that there’s a way to see all the ads that your competitor is currently running on Facebook?

Simply go to any Facebook Business Page’s “Page Transparency” section which is found on the left side of the screen when you scroll down.

 **Page Transparency** [See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

 **Page created - January 5, 2010**

 **Page manager location: United States**

Click on “See All,” then find “Go to Ad Library” to access a live view of all the Facebook ads currently running in that page’s ad account.

This is a great way to keep a close eye on what your competitors are doing in the distance or to get some great ideas for your own ads.



## STEP #3 – STRATEGIZE

*Mission and Messaging*

Every solid brand strategy has two main components...

**1. A brand identity** (your Mission)

**2. How you communicate that Mission** (your Messaging).


Your messaging is what your audience is going to receive when they see your ads, and your mission is what you want them to *feel*. Both require a certain level of cohesiveness to create momentum and avoid confusion in your market.


In this day and age it can take a lot of “touches” for a consumer to decide to do business with you. Traditional marketers will tell you it can take between 8-15 “touches” before your customer is ready to take the next step with your brand.


With each ad message, you want your customers to understand what you’re all about so they can effectively decide that you are a good fit for them. The moment they’re uncertain about something (or they feel that you are) is the moment they will tune out.

## So how do you determine your brand's Mission and Messaging?


Ask yourself some basic questions...

 What is the purpose of your business?

 What kind of personality does your business have?

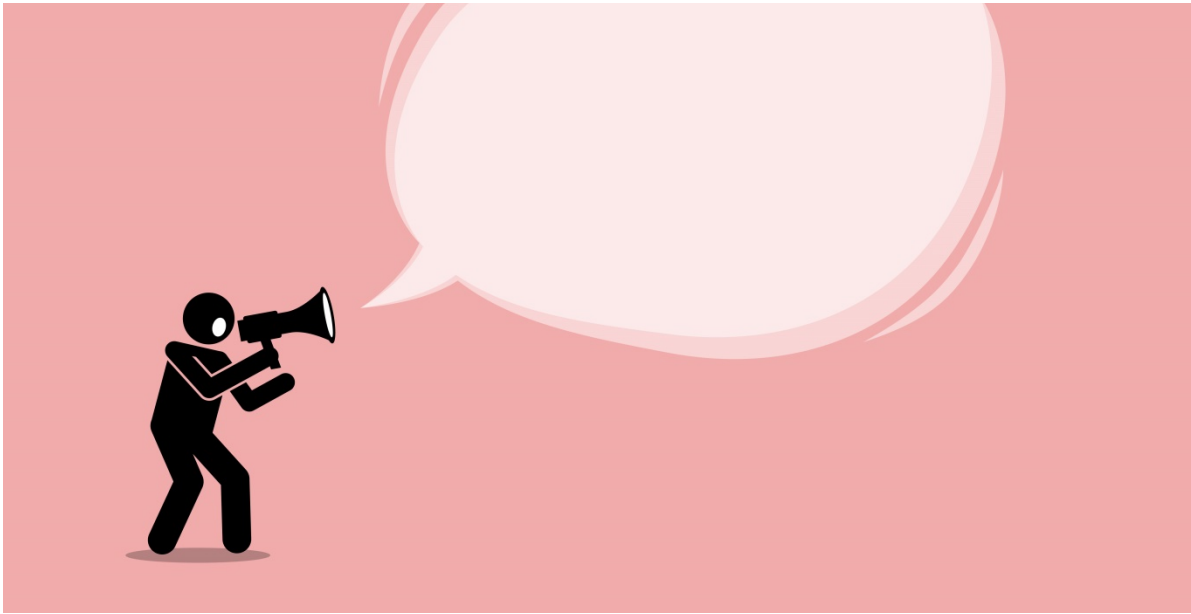
 What are your core values?

 Why does your business even exist?

 What is your unique selling proposition?

If you're unable to answer those questions, you can bet that your customers won't be able to make the connection either. While this type of exercise may seem a little cliché at first, please refer back to the fact that most companies fail with their online ads.

Then realize that any company who has not taken the time to get this type of clarity is wasting their time creating their ads. When you're clear on who you serve, why you serve them, what makes you different, etc. you'll find it so much easier to connect with your audience and have ads that produce awesome results.



There is actually a third “M” involved in creating your online ad strategy. This third piece is likely the most important of all (*because it is where the money is made!*)

When you join us on your free strategy session we’ll share this last piece and actually help you do it!

Your messaging and mission should be integrated into everything you do as a business to maintain congruency. This helps you to be clear and concise on every move you make, and not just in your marketing. You’ll appreciate how much easier having a clear vision makes everything, and your customers will appreciate it too.



## STEP #4 – GAME PLAN

*Metrics & Planning*

If you don't know where you're going, you're never going to get there... and your online ads are no exception. At this point you're going to need to identify your specific goals for your online ads, and once you've got it clear, start creating your plan to get there.

The obvious goal of most marketing campaigns is to drive more sales...

But beyond direct sales, there are many other different metrics you could track and leverage for insights. When deciding what to track, make sure that anything worth tracking meets the following two criteria...

1. It is a statistic that leads to sales (even if indirectly).
2. Tracking the statistic will be an indicator for decision making.

Some of the statistics will involve numbers generated from your online ads, and others will be the tangible business results that your online ad activity helped you produce.

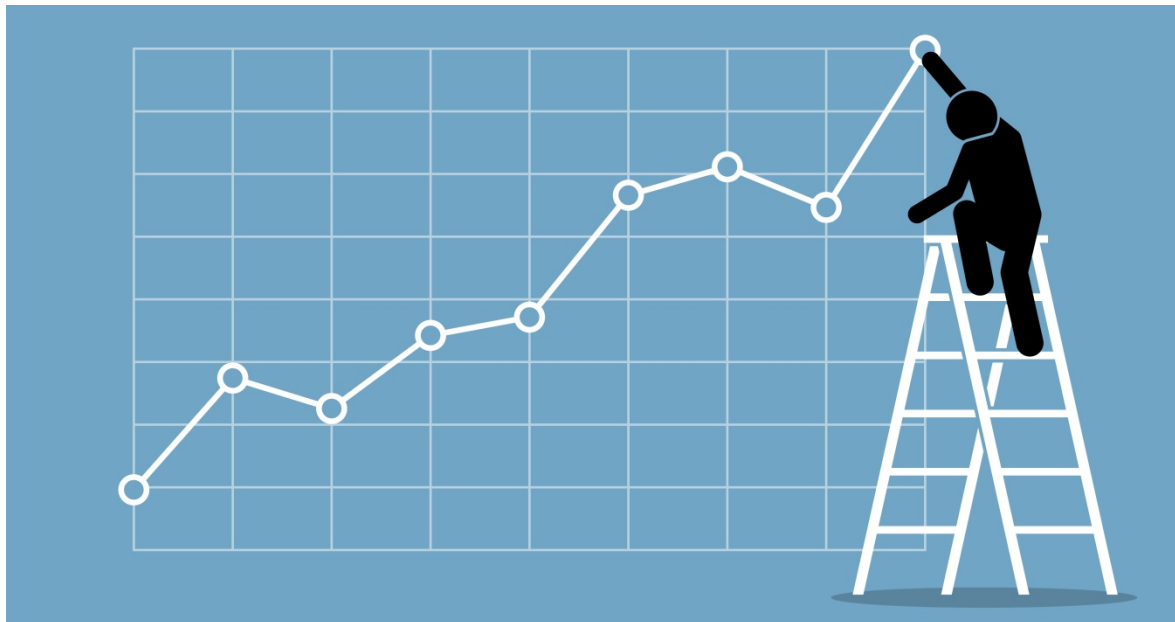
Here are a few examples...

### **SAMPLE AD STATS**

- Clicks / Clickthrough Rate
- Cost Per Conversion
- Impressions & Reach  
(how many people view an ad)
- ROAS (Return On Ad Spend)

### **SAMPLE RESULTS STATS**

- Direct sales from online ads
- Assisted sales from online ads
- New customers vs. existing customers
- Coupon code redemptions



Start paying attention to the ROAS of a campaign after it gets to be about a week old. At that point, the data has had enough time to come in, and you won't get the sometimes wild swings in ROAS that you'll see with campaigns that are very new or have lower levels of ad spend.

Plus, when your online ads are in the “learning phase,” the platform you're working on is running a lot of back-end algorithms to “figure out” who your ads should be shown to so you can maximize your results.

In the first few days after a new online ad campaign is created, the ROAS may fluctuate wildly. So give it some time, and think of it as an opportunity to practice that age-old skill our parents always used to tell us we needed more... **Patience.**

## **FAIR WARNING:**

Most businesses who struggle with online ads don't do a great job with tracking their ad statistics. Even if your stats start at 0 you should still regularly report them. As marketing legend Grant Cardone says, "You can't improve what you don't track."

Once you've identified your key metrics, *it is time to start putting together your plan!* While there is a much larger methodology for this that we can discuss at a later time, you can start by answering these simple questions...

- What are your specific goals for each metric?
- What ad platform(s) will help you to achieve your goals?
- How often should you run campaigns on each platform?
- Who on your team will be in charge of producing these results?

## **IMPORTANT NOTE:**

While you may not have the answers to all of these questions now, you will have much more clarity after our 30-minute strategy session.





## **STEP #5 – OPTIMIZE**

*Create & Distribute*

Your online ads are going to be the first thing many people see when being introduced to your business, and also the last thing they see before they take action on your offer. For that reason, the substance and content of your ads are super important.

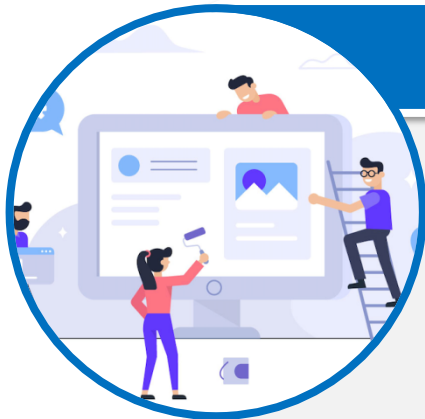
Testing your ads is an essential ingredient of optimizing your results. That's because there's no other way to better understand EXACTLY what your audience wants from you. As your ads start coming together, you're going to want to test every aspect of your ads so you can ultimately find the ideal combination of your ads' creative assets.

Here are some of the main components of an ad you should be testing...

- Creative - main video or image
- Headline - immediate “hook” of the ad
- Copy - the further persuasive text
- Call to Action Button - what they click!

Keep in mind, while those are the physical aspects of your ads, it's the messaging that matters the most.

Are your customers fans of your product or service because they can get results FAST? Or maybe they prefer how EASY it is to get started with your product. The only way to know for sure is to create ad variants for both and send them to battle against each other. While it may seem like more work, it is definitely worth it.



## TIP!

### **One winning ad concept can change everything for a small business.**

Make sure your ads and your landing pages are in alignment with each other. The experience from reading the ad to seeing what the landing pages will offer should be seamless.

If your ad results indicate that your audience loves the EASY factor of your product or service, make sure your landing page caters to that same messaging. If your ad data gives you a vital piece of information, make updates and put that data to good use everywhere!

### **IMPORTANT NOTE:**

If your ads are running to limited size audiences, it's best to avoid trying to run a lot of creative tests all at once. This keeps your ads from exiting the "Learning Phase" and prevents you from taking advantage of the wonderful built-in self-optimization capabilities of these ad platforms.

Each platform will allow you to post and distribute your content and ads in various ways. While some platforms are very simple, others have many features worth exploring. Even a platform like YouTube, that is entirely video based, has multiple formats in which to post videos.

To give you specific examples, here are some of the most attractive features and functionalities available on the 4 main online ad platforms...



### **Image Ad**

Uses a static image to convey your product and/or brand.

### **Video Ad**

Adds movement to your ads, which can make them more eye-catching in The News Feed.

### **Carousel Ad**

Showcase up to 10 images or videos in a single ad, each with its own link.

### **Collection Ad**

The collection format features multiple products and opens as an Instant Experience when someone interacts with it. Your customers can discover, browse, and purchase products from their phones in a visual and immersive way.

### **Instant Experience**

A full screen experience that opens after someone taps your ad on a mobile device. Visually highlights your brand, products, or services.



## INSTAGRAM

(also on Facebook platform)

### Ads Created From Instagram

When you start using a business account, you can promote posts and stories directly from your Instagram account.

### Ads Created From a Facebook Page

You can link an Instagram account to a Facebook page that you manage. When you create ads from your Facebook page, they have the ability to appear on both Facebook and Instagram.

### Ads Created in Facebook's Ads Manager

The Ads Manager provides a robust offering of tools to create comprehensive ad campaigns on Facebook and Instagram.



## GOOGLE

### Search Ads

Shows text-based ads on search results.

### Display Ads

Shows image-based ads on websites.

### Video Ads

Shows video ads on YouTube and other websites.

### Shopping Ads

Shows product listings in the Google Shopping tab.

### App Ads

Used to find new app users and increase sales within your app.

### Local Ads

Used to help bring people to physical stores and venues.

### Smart Ads

Makes getting started with Google Ads easy. Google finds the best targeting to get you the most for your time and money.



**YOUTUBE**

*(also on Facebook platform)*

### **Skippable Video Ads**

Skippable video ads allow viewers to skip ads after 5 seconds.

### **Non-Skippable Video Ads**

Non-skippable video ads must be watched before a video can be viewed.

### **Bumper Ads**

Short, non-skippable video ads (up to 6 seconds) that must be watched before a video can be viewed. Bumper ads are turned on when skippable or non-skippable ads are turned on.

### **Overlay Ads**

Overlay image or text ads that can appear on the lower 20% portion of a video.

Regardless of the platform, your ads always need to be created with the end results in mind; the action you want the viewers to take. You can create ads that educate, entertain, or inspire. Ads need to be delivered in a way that the user not only enjoys, but wants to engage with and share with others.



Remember that while your goal with ads is always to generate leads or make sales, the way you do that will vary greatly depending on the platform. Facebook and Instagram for example are social platforms, so it pays to create ads that get the conversation started!

### **IMPORTANT NOTE:**

Try not to be overwhelmed by the large number of settings and features available when building your online ads. As they say, “Rome wasn’t built in a day.” We’re happy to discuss which platforms you should focus on in our 30-minute strategy session.

Whichever platforms you decide to utilize, approach each of them in a very logical way. Remember, your audience will respond differently to ads on each platform. Always tailor your ad style accordingly.



## **STEP #6 – OPTIMIZE**

*Performance & Data*

After your campaigns are turned on and the traffic tap is open, make it a point to ALWAYS be on the lookout for opportunities to optimize your campaigns. Optimization is just a fancy way of saying “getting as much juice as possible out of each squeeze.”

As your split tests begin to yield results, you’re going to start learning how your audiences respond to different components that you decide to test on your online ads and landing pages. Here’s one example of optimization ...

Let’s say you’ve got Ad Variant 1 that uses an image called “Image A,” and you’re testing that against Ad Variant 2, which uses “Image B.”

When your campaign generates enough traffic to declare a winner (usually a minimum of 1,000 or so impressions), you may discover that Image B has the clear advantage.

When you then turn off the Ad that is running Image A and keep running traffic to the ad using the superior image, you have officially taken a step to “optimize” your campaign!

## BUT WAIT! There's another kind of optimization...

Not all online ad platforms offer features that will help your optimization effort along the way, but Facebook is one that does. Let's take a quick look at a couple of things you can do to optimize your ad campaign settings to maximize results.

In Facebook, the Ads Manager is chock full of settings that you can play with in hopes of creating a better version of your campaigns.

The image shows a portion of the Facebook Ads Manager interface. At the top, there are two buttons: "Create New Campaign" (highlighted in blue) and "Use Existing Campaign". To the right of these buttons is a close icon (X). Below the buttons is a section titled "Buying Type" with a dropdown menu currently set to "Auction". Underneath is a section titled "Choose a Campaign Objective" with a link "Learn More". This section is divided into three columns: "Awareness", "Consideration", and "Conversion". Each column contains several radio button options.

**Create New Campaign** Use Existing Campaign X

**Buying Type**  
Auction ▼

**Choose a Campaign Objective**  
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

### TIP!

On your Facebook Ads, try running campaigns that are set up for different Campaign Objectives.

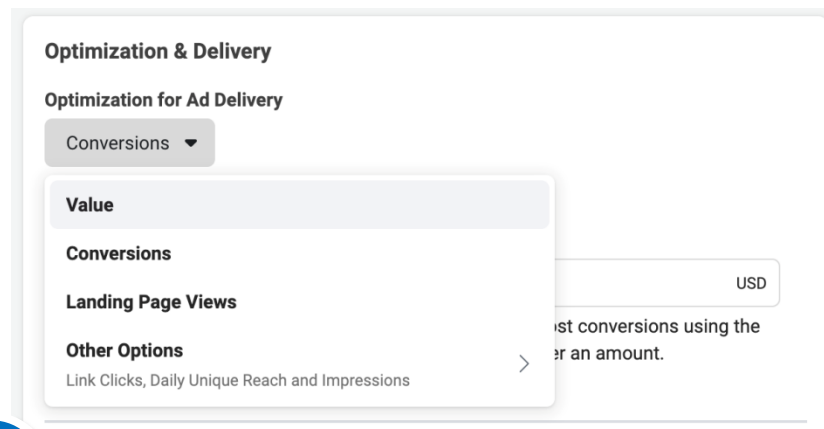


The most popular Campaign Objective is “Conversions,” but there are many others to choose from, and the objective that ends up working best for your audiences and campaigns may surprise you.

You may find that different campaigns require different Campaign Objectives to perform their best.

This tactic is especially helpful when you create a series of campaigns that don't seem to be gaining the traction you'd like to have.

### **BUT WAIT! There's yet ANOTHER kind of optimization on Facebook...**



#### **TIP!**

In the Ad Set level in your Facebook Ads Manager, you'll find a section called "Optimization & Delivery."

This is another area you can tinker with in hopes of finding an optimization choice that really sparks some action with your audience.

Sometimes changing your Optimization & Delivery setting from Conversions to Landing Page views can make a TON of difference.

The point is this... your traffic is wasted if you're not always testing something and using the results to constantly be making your ads better over time.



## **STEP #7 – SCALE**

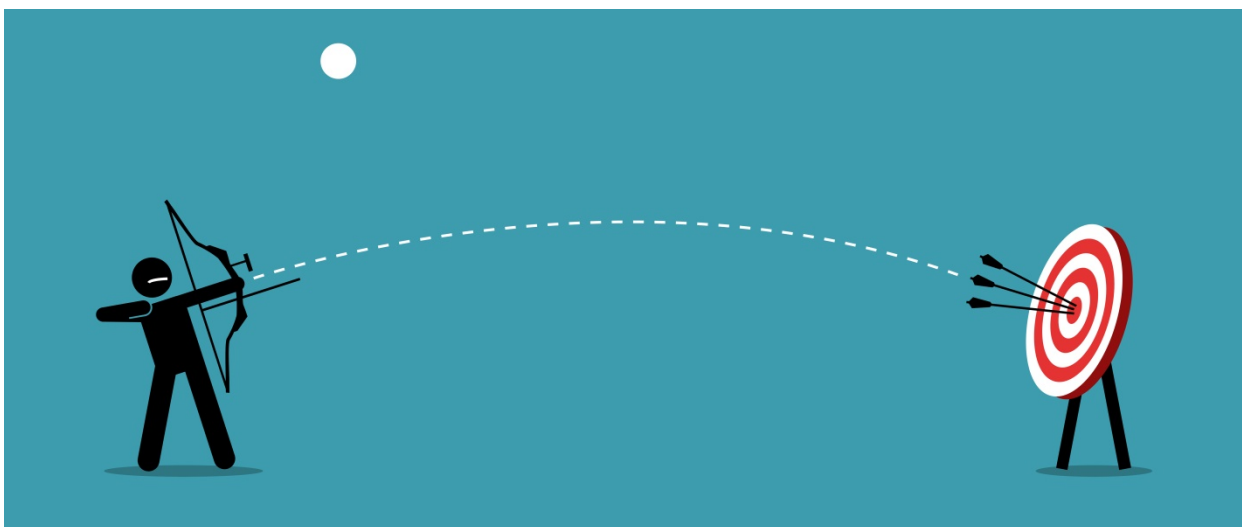
*Maximize & Profit*

The final step is to track your online ad metrics and make the right data-backed decisions along the way. These decisions will help you decide when it is right to crank up the ad spend, which is what will fuel your business growing.

Some things won't go as planned, and others will go flawlessly... but the goal is to let your metrics guide you on the path towards building profitable ads across all the platforms. Don't forget that even the areas that seem to be working fine should still be improved upon. In fact...

**You should spend the vast majority of your time perfecting what works.**

Most businesses think the opposite, and as a result, rarely make significant progress. Let iteration be one of the main driving forces behind your advertising success.



Let others do the experimenting for you. When you watch the numbers, both yours and your competitors, you will have much more clarity on what works. Let others do the experimenting while you hit the target! Don't forget The Ultimate Online Ad "Spy Hack" found in Step #2.

Here is the most important thing to remember about scaling your ads:

**You will usually have a few losers before you find one winner, but one winner can make a LOT more money than all the losers combined.**

In fact, there are many companies that have generated millions in sales from one advertisement. When you find that winning ad, don't be afraid to spend money. If you can clearly see that it is producing a return, scale it as much as 10-15% per day. Not to get technical, but any more might throw off the algorithm.

What matters is that you constantly refer to statistics and audience insights. If something isn't working, stop it immediately. If something is working, replicate it and make it better. It all comes down to improving anything you can over time by tracking the data and making continual adjustments. Track, optimize, rinse, repeat.

# CONCLUSION AND NEXT STEPS

Regardless of what your business sells, your customers are online. The fact that you've read this far shows you're ready to tap into this massive source of revenue.

While the potential is limitless, as you've learned in this free report, social media success doesn't happen by accident. Social and content done right requires planning, hard work, and persistence. This is why most companies fail to get it going online. It is also why those that do succeed with social make so much money.

That's why our 7-Step Marketing Method is so unbelievably valuable. It is literally the difference between success and failure. When implemented correctly, the 7 steps help you connect with your audience and convert them into paying customers with **CONSISTENCY**.



As you can see above, steps 1, 2, 3 and 4 in the process are everything we do before producing any online ads. These are the steps that most companies skip, and a big part of why we're so good at what we do. Without steps 1 through 4, the rest of the activity becomes a total waste of time (*as you may have already experienced!*)

Step 5 is where the day-to-day work begins. In fact, getting to a place where you're constantly testing various elements of your online ads (step 5) is where most companies fall short. We know that online ads are useless unless they're making money. Successful ad campaigns are our specialty.

### **Where do you go from here?**

If after reading this report you decide to manage your own online ads, we hope you've gotten a lot of value from this free guide! While we've barely scratched the surface, having a clear method will help save you from the pain and agony of failure with your online ads.

On the other hand, if you find yourself thinking, "*These guys know what they're talking about*" or, "*This sounds like more work than I want to do ...*" then we can't wait to speak with you!

When you join us on your free 30 minute strategy session we'll cover each of these steps in more detail. We'll also start creating your unique strategy and plan, regardless of whether we work together or not. Either way, you're guaranteed to get a ton of value from our time together.

Talk to you soon!