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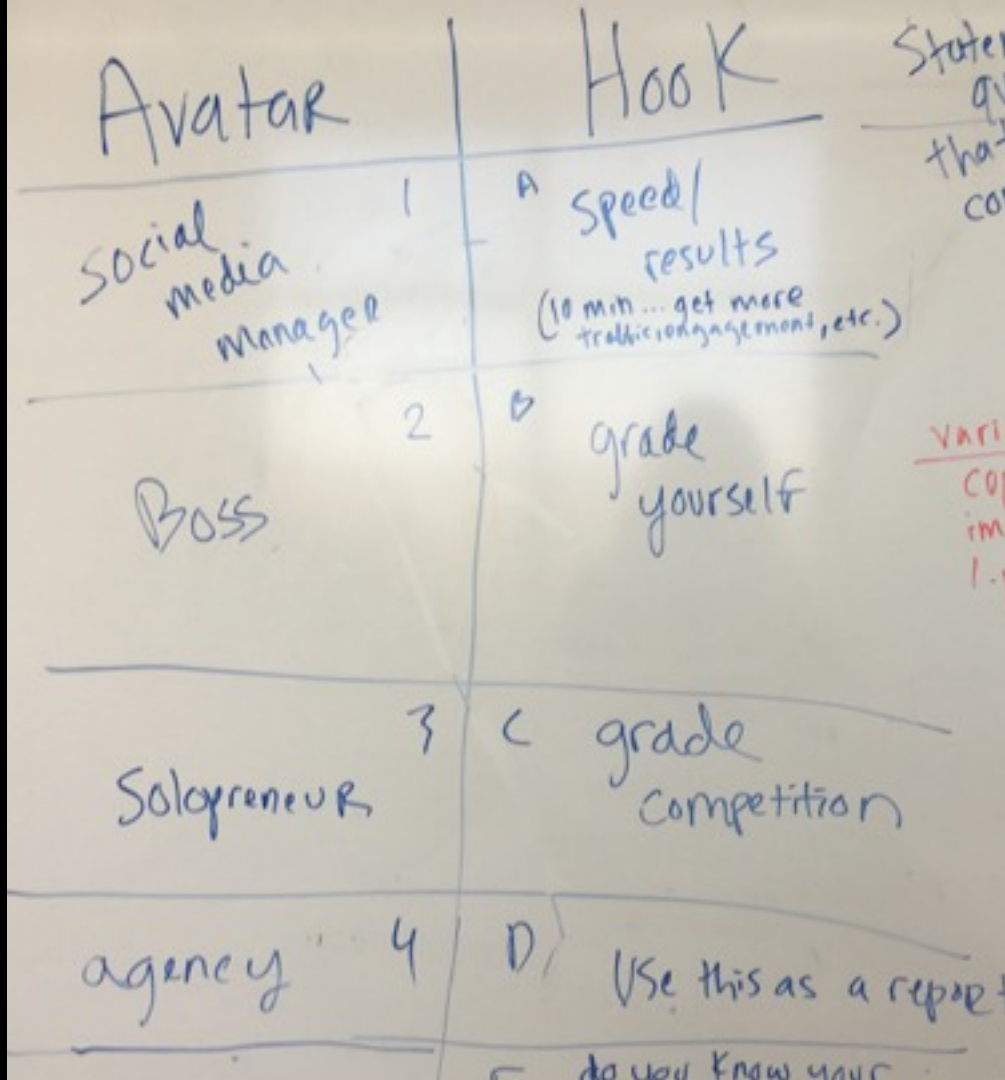
T&C2016

The Ad Grid

How To Build Traffic Campaigns That Convert Higher and Scale Faster

How to 20x Your Ad Production & Success Rate...

The Story...


Avatar
Hook
1
social media Manager
A
speed/ results
(10 min... get more traffic/engagement, etc.)
2
Boss
B
grabe yourself
3
Solopreneur
C
grade competition
4
agency
D
Use this as a repor

YOU'RE ABOUT TO LEARN OUR PROCESS FOR CREATING TRAFFIC CAMPAIGNS...

FROM STRATEGY TO SCALE.

QUIT CREATING ADS

START CREATING AD CAMPAIGNS

Here's the problem...

You’re probably creating“one-off” ad campaigns without a system or plan.

"One Off" Ad Campaigns...

- Don't reflect the customer journey...
- Relevance/ quality scores are low...
- Aren't scalable...
- Don't have market/message match...

We used to do it, too...

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Want to double your sales? Download our 3-Part Email Series Templates for FREE:

See translation

Download Our Templates!

If you're looking for a simple way to bump your conversions (without having to write new sales copy) then download this copy-and-paste followup series today.

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Download our Free Swipe File of 72 Proven Headlines to get more clicks from Social Media:

Download our Headlines

Want to copy and paste our 72 proven social media headlines? You can…

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They work, sometimes…

BUT...

You're putting all of your eggs in one basket...

80% of these ads will fail...

Don’t give yourself just one swing at the plate…

You aren’t giving yourself a chance to hit a home run.

It’s time to go from creating ads to creating ad campaigns!

It’s difficult to systemize a creative process…

We can teach you which buttons to press...

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We can teach you to write ad copy...

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We can teach you how to find your target market...

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FACEBOOK AD CHECKLIST

CHOOSE A CAMPAIGN GOAL:

- ☐ Send People to Your Website
- ☐ Increase Conversions on Your Website
- ☐ Boost Your FB Posts
- ☐ Promote Your FB Page
- ☐ Raise Attendance At Your Event
- ☐ Get People to Claim Your Offer

TARGETING PLANNING:

Who are the authority figures, thought leaders, or big brands in your niche? _____

What books/magazines/newspapers does your ideal customer read? _____

What events do they attend? _____

What websites do they frequent? _____

Where do they live? _____

What tools do they use? _____

What's SPECIFICALLY UNIQUE about this group? _____

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BUT...

What about the actual marketing “strategy” behind traffic campaigns?

That pesky “marketing” part will make or break your campaigns…

That's not scalable.

The Ad Grid

20x Your Ad Production and Success Rate

HOOKS \ AVATARS	A	B	C	D
1				
2				
3				
4				
5				

Example: 10 Minute Social Media Audit

10-MINUTE SOCIAL MEDIA AUDIT

Social Network:

Channel Link:

Audit, as a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

Date	Update Description	Update Type

Avg. Update Frequency

% Listening

% Networking

% Influencing

% Selling

Step 1: Identify Your Avatars (Specific to the offer)

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AVATARS

	?	?	?	?

10 Minute Social Media Avatars

- Social Media Manager
- The “Boss” (digital marketing manager, CMO, CEO, marketing manager)
- Agency Owner
- Solopreneur

Step 1: Identify Your Avatars (Specific to the offer)

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AVATARS

	Social Media Manager	The Boss	Agency Owner	Solopreneur

Step 2: Identify the Hooks

HOOKS

1				
2				
3				
4				
5				

How to Create Your Hooks

- Have
- Feel
- Average Day
- Status
- Proof/ Results
- Speed & Automation

10 Minute Social Media "Hooks"

- "10 Minutes - More engagement, traffic, and followers from Social Media"
- "Get A Grade"
- "Create A Report"
- "Grade Your Competition"
- "Know Your Goals"

Step 2: Identify the Hooks

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min				
Get A Grade				
Create A Report				
Grade Your Competition				
Know Your Goals				

Step 3: Create Your Segmented Messaging (Copy) Variations

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min	1	2	3	4
Get A Grade	5	6	7	8
Create A Report	9	10	11	12
Grade Your Competition	13	14	15	16
Know Your Goals	17	18	19	20

Step 4: Avatar Research

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min				
Get A Grade				
Create A Report				
Grade Your Competition				
Know Your Goals				

"Social Media Manager" Avatar Research

- Top social media conferences
- Top social media books
- Top social media tools
- Top social media schools/ courses
- Top social media blogs
- Top social media magazines

Repeat this process for each avatar...

Step 5: Create or Outsource Ad Creatives

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1	10 Min				
2	Get A Grade				
3	Create A Report				
4	Grade Your Competition				
5	Know Your Goals				

Step 5: Create or Outsource Ad Creatives

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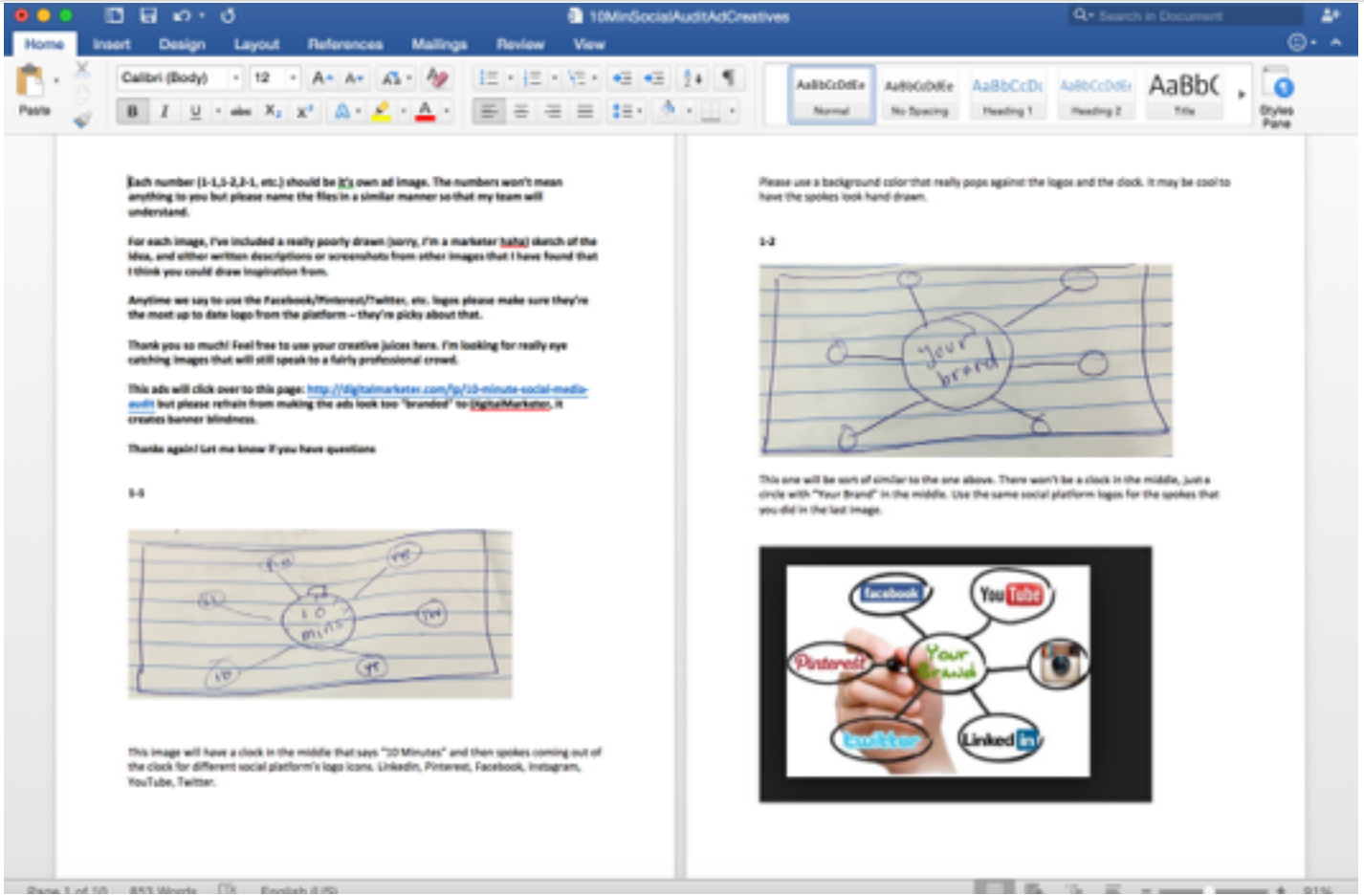

10MinSocialAuditAdCreatives

Each number (1-1,1-2,2-1, etc.) should be it's own ad image. The numbers won't mean anything to you but please name the files in a similar manner so that my team will understand.

For each image, I've included a really poorly drawn (sorry, I'm a marketer haha) sketch of the idea, and either written descriptions or screenshots from other images that I have found that I think you could draw inspiration from.

Anytime we say to use the Facebook/Pinterest/Twitter, etc. logos please make sure they're the most up to date logo from the platform – they're picky about that.

Thank you so much! Feel free to use your creative juices here. I'm looking for really eye catching images that will still speak to a fairly professional crowd.

This ads will click over to this page: http://digitalmarketer.com/lp/10-minute-social-media-audit but please refrain from making the ads look too "branded" to DigitalMarketer, it creates banner blindness.

Thanks again! Let me know if you have questions

1-1

This image will have a clock in the middle that says "10 Minutes" and then spokes coming out of the clock for different social platform's logo icons. LinkedIn, Pinterest, Facebook, Instagram, YouTube, Twitter.

Please use a background color that really pops against the logos and the clock. It may be cool to have the spokes look hand drawn.

1-2

This one will be sort of similar to the one above. There won't be a clock in the middle, just a circle with "Your Brand" in the middle. Use the same social platform logos for the spokes that you did in the last image.

“10 Minute” Hook

“Get A Grade” Hook

“Create A Report” Hook

“Grade Your Competition” Hook

“Know Your Goals” Hook

Now, you have an entire AD CAMPAIGN! A package...

Ad Campaign "Package"...

- 20 Copy Chunks
- Targeting research for 4 avatars
- 5 ad creatives

You now have all assets needed to set up and run a full ad campaign.

Outsource (all or parts) of this or do this yourself…

YOU should establish the avatars/ hooks…

One you've run the campaign...

Step 6: Compile Your Results

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Get A Grade	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Create A Report	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Grade Your Competition	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Know Your Goals	CPA = ?	CPA = ?	CPA = ?	CPA = ?

Step 7: Scale!!!

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Get A Grade	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Create A Report	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Grade Your Competition	CPA = ?	CPA = ?	CPA = ?	CPA = ?
Know Your Goals	CPA = ?	CPA = ?	CPA = ?	CPA = ?

Which avatar/hook matches are “winners”?

Scale those!!

The Ad Grid will help you scale in two ways…

- Scaling past just “doing more with what you have”…
- Scaling out a traffic/media team… THIS IS A PROCESS

Just to recap....

1. Identify Your Avatars
2. Identify Your Hooks
3. Write Your Copy
4. Avatar Research
5. Create or Outsource Ad Creatives
6. Compile Your Results
7. Scale

You've just gone from creating one ad....

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min	1			
Get A Grade				
Create A Report				
Grade Your Competition				
Know Your Goals				

To creating 20...

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	Social Media Manager	The Boss	Agency Owner	Solopreneur
10 Min	1	2	3	4
Get A Grade	5	6	7	8
Create A Report	9	10	11	12
Grade Your Competition	13	14	15	16
Know Your Goals	17	18	19	20

You are 20x more likely to succeed...

You know where to scale…

You have a process (and template) so that you can use this to outsource or build a team...

It’s time to start creating AD CAMPAIGNS!! :)

bit.ly/ad-grid