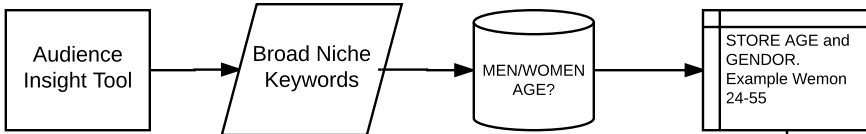


**STEP 1 - Demo Research**

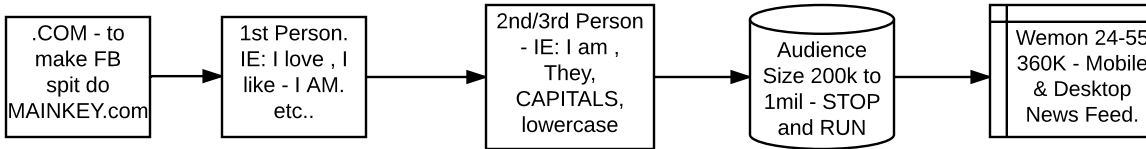


Example: Cooking. Registered Nurse.. you want to see 2mil+ for this with a BROAD keyword



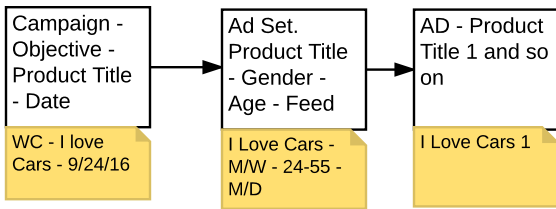
**STEP 2 - TARGETING**

Take the DEMO and AGE as your starting point for AD



Your goal here is to come up with as many percise interests using this formula above. Use common sense to know when you have an audience if its a brand new target dont use for everything prove first

**STEP 3 - Naming Convention**

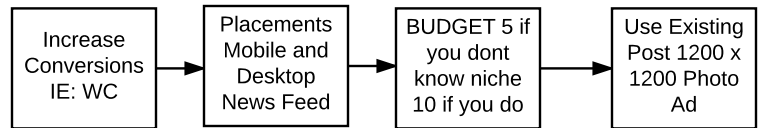


WC - I love Cars - 9/24/16

I Love Cars - M/W - 24-55 - M/D

I Love Cars 1

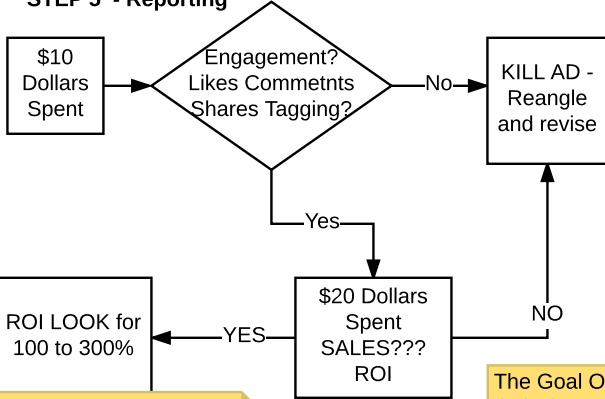
**Step 4 - AD Set Setup**



Conversion Window 1 Day for QUICK ads. 7 Days For Evergreen. Manual Bid If Know NICHE

You MUST exclude LLA and CA audiences from the MAIN WC adset.. Every Setup is by product not adset.

**STEP 5 - Reporting**



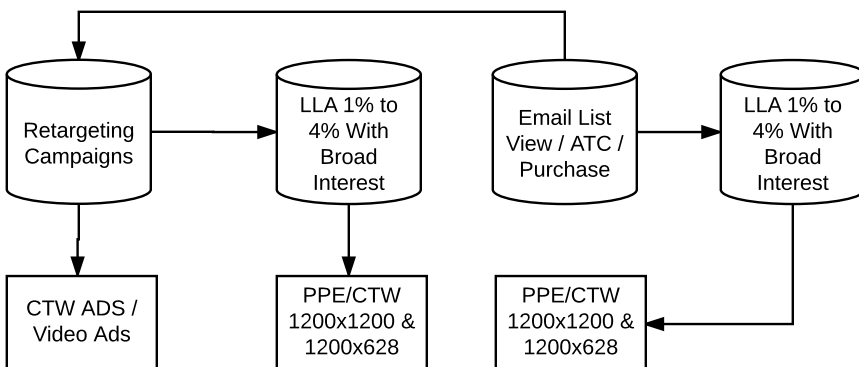
If 100 to 300% ROI then up buget on adset in 5 to 10 increments.. watch ROI

The Goal Of Reporting is to find winners and losers fast based on ROI metrics. 10 to 15 no good engagement KILL 20 to 25 no sales KILL

**Step 4B - Ad Copy**

Use Distrutive Impluse / Emotional Ad Copy. Non Salesy and Suggestive. First Line a Micro Yes or Impulse Question - Second Line - Link With Call To Action - 3rd Line is a Scarcity must go to CTA on Second Line.

**STEP 6 - SCALE**



**STEP 6 - Notes**

The goal of scale is to make sure that you take EVERY avenue and duplicate the winner campaign post everything and scale it to different targets, retargeting LLAs - Email Uploads etc.. this is all based on winning ROI products.. EACH scale campaign is based on 1 winner product.

There are advanced methods of scale with ssoftware like Klavio / ESX / Automation Sequences.. once you find your winners and ROI is steady the goal is to keep as much traffic to it as possible.. I have noticed over many stores.. the AOV is 20 to 30 and the EPV is always between 1 to 1.50 .. goal is to increase steady.