



<http://makemybusinessboom.com/services/facebook-advertising/>

## Facebook Dynamic Remarketing for Websites - 1-TIME SETUP

Facebook Dynamic Remarketing Ads are highly targeted ads shown to leads that have **ALREADY** expressed interest in your product or service.

Were you ever on a website and then later, in Facebook, saw an add for that same site in your newsfeed? That's remarketing and it's a very powerful way to remind a prospect about your service or product.

Facebook's Dynamic Product Ads are another step towards digital ad automation, delivering the same benefits like greater relevance and timing, which increases click through rates and drives more revenue (all while lowering costs too).

*Kristi Argylian, Senior Vice President at Target, reports that these ads have resulted in a 20% increase in conversions compared to other Facebook ads. And The Honest Company saw a "34% increase in click through rates AND a 38% reduction in cost per purchase.*

### Our Dynamic Remarketing Setup Features:

Install and Setup Facebook Pixel with Dynamic Events

Install and Sync Facebook Product Catalog

Create 2 Remarketing Campaigns

Create 2 Ad Sets per Campaign (4 total ad sets)

Create 2 Ads per Ad Set (8 total ads)

**1-Time Investment: \$749**

### Actual Results of our Dynamic Remarketing Ads

Campaign Name	Results	Reach	Cost per Result	Amount Spent	Website Purchase Conversion	Website Purchase ROAS (Return on...)	Website Purchases	Frequent	Link Clicks
Web aspects from post	171 Purchases	2,008	\$4.28 Per Purchase	\$731.42	\$30,244.06	49.55	171	75.82	328
Used items but didn't buy - dynamic ad retargeting	— Purchases	236	— Per Purchase	\$7.86	—	—	—	4.26	9
Results from 2 campaigns (2)	171 Purchases	2,512	\$4.52 Per Purchase	\$739.28 Total Spent	\$30,244.06 Total	49.55 Average	171 Total	76.82 Per Person	328 Total



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Search Filters Add filters to narrow the data you are seeing. Last month: Feb 1, 2018 - Feb 28, 2018

Account Overview Campaigns Ad Sets Ads

Create Duplicate Edit Settings Create Rule Columns: Custom Breakdown: Export

Campaign Name	Results	Reach	Cost per Result	Amount Spent	Website Purchases Convers...	Website Purchase ROAS (Returns on ...)	Website Purchases	Frequen...	Link Clicks
Viewed items from post	181	2,404	\$4.06	\$75.41	\$37,484.47	48.32	181	85.97	327
Viewed items but didn't buy - dynamic ad retargeting	17	256	\$6.62	\$14.01	\$2,297.88	158.75	17	6.16	11
Results from 2 campaigns	208	2,488	\$5.86	\$108.42	\$39,782.27	58.28	208	86.52	348

Search Filters Add filters to narrow the data you are seeing. This month: Mar 1, 2018 - Mar 27, 2018

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Create Duplicate Edit Settings Create Rule Columns: Custom Breakdown: Export

Ad Set Name	Delivery	Results	Reach	Frequen...	Cost per Result	Budget	Amount Spent	Website Purchases Convers...	Website Purchase RD...
viewed atc b pr	Active Initial learning complete	—	43	9.95	—	\$10.00	\$3.18	\$0.00	—
viewed atc p pr	Active Initial learning complete	—	174	5.87	—	\$10.00	\$4.08	\$0.00	—
viewed atc combo	Active Initial learning complete	11	153	18.28	\$0.85	\$10.00	\$9.37	\$1,413.88	150.88
viewed atc	Active	28	196	48.61	\$8.98	\$10.00	\$251.51	\$4,894.90	18.57
Results from 4 ad sets		49	781	29.35	\$6.63		\$301.67	\$10,037.98	33.29

Search Filters Add filters to narrow the data you are seeing. Last month: Feb 1, 2018 - Feb 28, 2018

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Create Duplicate Edit Settings Create Rule Columns: Custom Breakdown: Export

Ad Set Name	Delivery	Results	Reach	Frequen...	Cost per Result	Budget	Amount Spent	Website Purchases Convers...	Website Purchase RD...
viewed atc b pr	Active Initial learning complete	—	52	6.25	—	\$10.00	\$3.91	\$0.00	—
viewed atc p pr	Active Initial learning complete	8	184	7.67	\$1.15	\$10.00	\$6.91	\$997.29	184.29
viewed atc combo	Active Initial learning complete	4	118	8.18	\$1.77	\$10.00	\$7.98	\$1,710.97	241.10
viewed atc	Active	57	265	49.49	\$4.99	\$10.00	\$279.02	\$17,035.48	61.10
Results from 4 ad sets		71	781	29.83	\$2.92		\$327.90	\$28,726.42	96.88

Watch a Short Video About Facebook Dynamic Ads to Learn More <https://youtu.be/M93AsC8KtCI>



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## Facebook Marketing Funnel - 1-TIME SETUP

We have yet to find a more consistent method of generating new customers and clients than using a Facebook Marketing Funnel. The strategy is designed to funnel, segment, and identify those leads and prospects that are most interested in what you are offering, allowing you to affordably target new customers.

Our process efficiently moves them through the buying cycle of **Cold prospect – Warm Lead – Hot Client** by smartly measuring and monitoring certain engagement metrics and then only targeting those that showed the most interest in the next phase of the funnel.

With this funnel we can reach tens of thousands of people each month for a few hundred dollars of initial ad spend and then follow up with the most interested candidates with messaging and offers that are highly targeted.

### **Our Facebook Marketing Funnel Setup Features:**

#### Video Ad Creative

- Video Ad – Interest Targeting
- Video Ad – Lookalike Audience Targeting

#### Value Ad Creative

- Value Ad – Interest Targeting
- Value Ad – 25% Video Views
- Value Ad – General site visitors

#### Retargeting Ad Creative

- Retargeting Ad – Visited page
- Retargeting Ad – General site visitors

**1-Time Investment: \$1498**



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## Actual Results of Our Facebook Marketing Funnels

Search Filters Add filters to narrow the data just one way

This month: Mar 1, 2015 - Mar 27, 2015

Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

Create Duplicate Edit Filter Create Role Columns: Custom Breakdown: Export

Ad Set Name	Delivery	Results	Reach	Frequen	Cost per Result	Budget	Amount Spent	Website Purchases Convers...	Website Purchase NO...
warm	Active Initial learning complete	165 Landing Page	4,025	12.45	\$1.58 Per Landing...	\$10.00 Daily	\$200.79	\$4,034.35	18.5
Ree	Active Initial learning complete	17,380 >3-second Vi...	22,667	1.75	\$0.01 Per 3-Second...	\$10.00 Daily	\$259.23	\$0.00	
Ree 12 video	Active Initial learning complete	4,502 >3-second Vi...	10,335	1.30	\$0.03 Per 3-Second...	\$5.00 Daily	\$130.10	\$0.00	
Ree purchase	Active Daily Budget Spent	6,555 >3-second Vi...	29,688	1.34	\$0.02 Per 3-Second...	\$5.00 Daily	\$131.67	\$0.00	
cold marketing interest for	Active	5,147	10,379	1.79	\$0.03	\$5.00	\$130.41	\$0.00	
Results from 5 ad sets			64,471 People	2.71 Per Person			\$1,846.86 Total Spent	\$7,057.15 Total	7.31 Average

Search Filters Add filters to narrow the data just one way

Lifetime: May 23, 2015 - Mar 27, 2015

Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

Create Duplicate Edit Filter Create Role Columns: Custom Breakdown: Export

Ad Set Name	Delivery	Results	Reach	Frequen	Cost per Result	Budget	Amount Spent	Website Purchases Convers...
... study local video - 10	Active Initial learning complete	134 Landing Page	3,529	54.37	\$3.95 Per Landing...	\$5.00 Daily	\$530.18	\$198.76
Direct ... case study	Active Initial learning complete	453 Landing Page	5,500	19.12	\$1.17 Per Landing...	\$5.00 Daily	\$530.34	\$3,724.70
... Video Views	Active Initial learning complete	307 Link Clicks	2,273	67.97	\$2.72 Per Link Click	\$10.00 Daily	\$835.00	\$533.40
Pixel 10k Visitors	Active Daily Budget Spent	1,037 Link Clicks	7,477	42.32	\$1.22 Per Link Click	\$10.00 Daily	\$1,288.88	\$8,894.29
10 targets	Active	296,433	42,291	6.81	\$0.01	\$20.00	\$2,878.94	\$2,976.06
Results from 3 ad sets			248,719 People	6.81 Per Person			\$9,057.61 Total Spent	\$10,272.28 Total

Watch a Short Video on Facebook Marketing Funnels <https://youtu.be/Yv0WZYUMmbM>



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## MONTHLY AD OPTIMIZATION

### Below \$2000 Ad Spend per Month

Split test interest targeting – video and value ads

Split test campaign goals - value and retargeting ads

Split test images – value and retargeting ads

Split test headline copy - value and retargeting ads

\$399/month

### \$2001 to \$4,000 Ad Spend Monthly

Split test interest targeting – video and value ads

Split test campaign goals - value and retargeting ads

Split test images – value and retargeting ads

Split test headline copy - value and retargeting ads

\$799/month

### \$4001 to \$6,000 Ad Spend Monthly

Split test interest targeting – video and value ads

Split test campaign goals - value and retargeting ads

Split test images – value and retargeting ads

Split test headline copy - value and retargeting ads

\$1199/month