# Are you ready to run a paid advertisement?

## Use This Checklist To See:

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| 1. | **Do you have the Facebook Pixel installed on your website?**<br>*The FB pixel is where all the "fun" happens. Did you know that you could target people who have visited a certain page on your website? You couldn't do that unless the pixel was installed.* | ❏ |
| 2. | **Make sure your website is responsive & designed for mobile.**<br>*People are on their phones MORE than they are their computers these days. Make sure that your pages aren't breaking up words and text when viewed on mobile. You will often get traffic to your website even if someone doesn't click an ad. If your website isn't responsive, Google is penalizing your overall ranking!* | ❏ |
| 3. | **Make a great offer!**<br>*We generally find that 10% to 20% off doesn't really do a lot for making attracting potential sales. There's a reason Groupon sells so many Groupons... it's because they generally require businesses to discount at least 40%. They know that 40% will make someone take ACTION!* | ❏ |
| 4. | **Take them to a "Landing Page"**<br>*I think all businesses make the mistake of sending people directly to their website... after all you want traffic right? But we are a people who are easily distracted and if we "land" on a website full of information and links and pictures to click... we might not complete the objective you had hoped for: getting their contact info!* | ❏ |
| 5. | **Ask only for the information needed... "Bribe to Subscribe"**<br>*The more information you ask for, the less likely you will get it, so be sure to make your request correlate to what you're offering. A small freebie, like a top 10 list would require a small commitment, like asking for an email. However, if you're doing something larger, like a give-a-way for something valued in the thousands of dollars, you could then likely ask for name, email and phone.* | ❏ |
| 6. | **Be sure to say "Thank You"!**<br>*Just like your parent told you growing up, be sure to say "Thank You". Instead of just having a sign up form be submitted, take them to a designated "Thank You" page to properly say "Thank You". You can then use this page to offer an upsell or additional bonus IF they take action their on the spot! I'm sure you've seen pages where you've been offered something "only on this page, when you leave it's gone", right?* | ❏ |
| 7. | **Design a follow-up automated email sequence.**<br>*The average email open rate is somewhere between 20-25%. Usually, this is your first step to one-on-one communication with your target audience. If you don't already have some type of program for mass email, I usually recommend MailChimp as it's a free service up until a certain amount of emails. You can set up an entire automated sequence to deliver "the goods" you promised when your customer signed up and then also follow up with them a day or two later. Again, you can use email to make another offer. You could start with what is called a Trip-Wire offer... something that is low cost, like $7 for instance and then build an up-sell funnel from there.* | ❏ |
| 8. | **Got a list? USE it!**<br>*When working with a few businesses lately, I asked if they has a list. I was surprised to learn that most didn't. So while working with them, I set up and built out a MailChimp account for them, so that we could run advertisements on Facebook and ask for contact info. One business offered a physical product for sale, but only offered 10% off the pricing. As noted previously, those offers don't often convert, so this is what we did: Ad with 10% off coupon code offer > Landing page where we ask for email to get the code > Thank you page where we thank them and let them know the code is on it's way via email, but if you want to use it now, here it is... then we gave the coupon code and a link directly to the products for sale on the website. Once you have an email list, you can periodically send them new offers, discounts, etc. If you make the email valuable to them, they will be more likely to open it. It also helps to study good subject lines for open rates. :)* | ❏ |
| 9. | **Create an up-sell funnel**<br>*If you're in business, most of you are likely familiar with a sales funnel. At the top of the funnel, you are often marketing to a cold audience that knows nothing about you; and over time you are getting them to know you as working on converting them into buyers. Start with something at low-cost such as a $7 offer. Then you might lead to a $37 offer and go up from there. Take stock of what you have to offer and see what makes sense for your business.* | ❏ |
| 10. | **Be ready to retarget.**<br>*This is where a lot of businesses can leave money on the table and why the Facebook Pixel is important. If you've had someone to come to your website, they've shown interest and a "warm" audience is often easier to sell to. If you run one ad, have another ad ready for those who didn't take action, so that you can say something to the affect of "What are you waiting for?" or "What's stopping you from getting this deal? It's almost gone!" Make sure if* | ❏ |