



DON'T RUN

ADVERTS

UNTIL YOU READ THESE

TOP 5 TIPS



THE KEY IS MAXAMISING EVERY DOLLAR YOU SPEND *AND STOP WASTING MONEY*

Dear Business Owner,

There is a common misconception that advertising is expensive, and yes to some degree it can be, but only if the return on your ad spend is less than the amount you are putting in or you are not maximising every dollar you spend.

Imagine what it would be like if for every dollar you spent it returned you \$2 or \$3, but what if it returned \$5 or \$6?

How would that change your business?

For our clients it means a steady and reliable sales stream that allows them to start planning rather than scraping together new clients or sales.

To be successful in advertising you need to get the fundamentals right and that starts with making sure you are optimised for sales and you are maximising every dollar you spend.

It's no good creating an advert, spending the money and hoping for a result.

This free guide is going to show the exact fundamentals you need to squeeze every last client out of the money you are spending.

I hope it helps you succeed

UNDERSTANDING THE ROLE OF AN ADVERT

An advert has one primary goal:

To have a person take action, to click the advert, to take them from wherever they see your advert to where you want them to find out more information.

Whether that is to make a booking, a purchase of your product or service or simply supply you with their information and enter your sales funnel.

This guide is going to give you the "5 Top Items" you need to have dialed in before you start sending people to your website, funnel or form, as well as how to make your current adverts more successful

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*"It's hard to find things that
won't sell online."*

Jeff Bezos



MOBILE RESPONSIVE

Does your website look good & function properly on a mobile phone?

Sounds like a silly question but still so many don't have a mobile friendly website.

The number of potential clients using mobile phones over desktop computers to search has surpassed.

A couple of years ago having a mobile-friendly website was a nice feature to have but, now it has moved to a must-have feature.

Another beneficial aspect of having a mobile-friendly website is that, Google will reward any mobile-friendly website by ranking them higher than the websites that aren't updated with this feature.

Take advantage of this and be sure to have a mobile-friendly website for your business.

You don't want half your adverts to be wasted!

QUICK STATISTIC:

60% of Google searches are done via mobile devices. Only 5 years ago, the figure was nearly half that—34%.

FREE TOOL:

If you want to review your website in mobile version on all the different mobile phone types and sizes, then we recommend the following tool:

www.responsinator.com

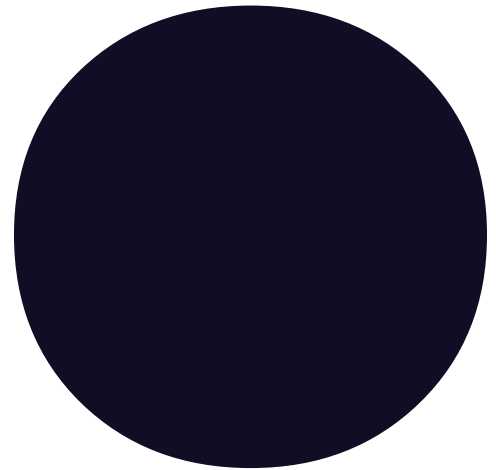
"Insert Screenshot here"

disclaimer

We are not affiliated with them, or earn any commission at all. We just love it and wanted to share it with you and hope it helps?

If you need any assistance with your website becoming mobile responsive just [<click here>](#) to schedule in a time to discuss with our team

RETARGETING PIXEL



You have probably heard the term, but what exactly is a Retargeting Pixel?

The Pixel is a few lines of code from Facebook, Google or other Platforms that you copy into the header section of your website.

This code helps the platforms, such as Facebook or Google, track the data of people who have visited your website or social media accounts.

This then allows you to create adverts that are shown only to those people that have shown an interest in what you have to offer.

These are what we call "Warm" clients.

If you need assistance in setting up a pixel or need more information on what they do then [<click here>](#) and schedule in a time for us to discuss further.

#reviews

It is Natural now for all prospective clients to check out the experience people have had with you or your business.

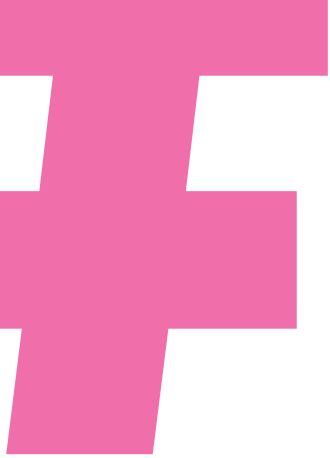
Some people like to do this before they decide to do any type of business with you so it's important to make sure that you have a mechanism in place to capture feedback from clients.

Reviews create social proof, increase consumer trust, and give you a direct line to consumers.

Reviews heavily influence buying decisions, just check out this recent statistic:

93% of consumers' buying patterns are affected by online reviews.

Reviews also give you content for future advertisements and why the hell not post positive reviews all over your social media, screaming it from the roof tops.



A call to action (CTA) is a marketing term that refers to the next step or the action that the marketer wants the consumer to take.

CTA's are there to lead potential customers who visit your website to the pages you ultimately want them to view and complete a task on.

In your business, this might be something like a booking form, a product or promotion.

Don't confuse clients with a range of different options. Have 1 and plaster it everywhere. On our website we have it 3 x in just the part of our site that all lead to the same place.



"Insert Screenshot here"

RETARGETING

5.

Ever get that feeling you are being followed?

(No not from some creepy person at the park)

What I mean is: When you look at a new pair of shoes or that coffee mug you have always dreamed of. Then for the next month the shoes and coffee mug seem to just pop up every time you are on line?

This is the Pixel tracking you (which we discussed in point number #2)

Retargeting ads utilise the data stored from the pixel and allow you to create 1 or even a bunch of adverts that you can show regularly to people that have showed an interest or didn't complete the buying process.

you advertise to the people that have triggered the pixel and provided their data to the platforms. obtain patients by keeping your services and products on the consumers' screens for between thirty and ninety days.

On average, retargeting ads are 76% more likely to be clicked on than a regular old display ad.

RETARGETING

"Insert URL / Logo"