Facebook Marketing Plan - As Of August 5, 2019

Intro: The only thing certain about Facebook advertising...is change. And right now Facebook is in a state of flux. And as Facebook is in a state of flux, we, as marketers, must be nimble and adapt to their changes. We have no choice.

(*Notice the date. That's important because this is what is working right now. It may certainly change in the near future*)

Background: Right now, Facebook is heavily pushing the account simplicity and automation. You can read and watch **more about that here**.

We are firm believers in doing what Facebook suggests. Why? Because they recently published this statement: "**The days of manually hacking your way to ad success are no more.**"

That is quite the declarative statement. So much so that we have taken it as an admonition. In fact, not a single day goes by where we don't see people complaining about having their ad account shut down or being banned from the platform.

Here is what we are finding is working across all of our client and agency owned stores. In other words, we're doing this with our own products and money.

Forecast Basis: As of the day of this document, we are 110 days to Black Friday. If you aren't prepared for Black Friday in the next 30 days, you will have no chance of profitably advertising in the prime weeks leading up to the holiday season.

Audiences: Listen to this and say it often...**YOU WILL NOT COMPETE SELLING TO COLD AUDIENCES DURING THE BLACK FRIDAY/HOLIDAY BUYING PERIOD!!** And that period can account for as much as 40% of your sales for the ENTIRE year.

If you accept and understand that context, you have a chance at viable profitability moving forward.

Strategy Qualification: We are not working with any clients who don't have **AT LEAST 500 sales of a SINGLE item in the last 60 days**. (we actually prefer a minimum of 1,000...but we can make it work with 500 sales)

This isn't the time to launch a new product. Save that for January (and for your upsells and backend efforts)

Right now we need to massively scale your most profitable item and make that our primary focus.

SCALING YOUR BEST PRODUCT

We actually hate the word "scaling". It's so over used and makes no sense to most ecommerce operators. People get a few sales, declare the product a "winner", and then try to insanely "scale" their advertising.

But imagine having a product that already has 500-1,000 actual sales in the last 60 days or so. That's the product to scale. We urge you to stop diluting resources (financial and otherwise) trying to trip yourself into scaling a product with 25 sales.

Optimization: Facebook says that you need to have 50 sales **MINIMUM** in an ad set to even maintain optimization. In addition, if you don't maintain that level for 4 consecutive weeks, you have to start from zero...right back to the starting line.

Which means it makes the most sense to get a product, that has already proven to sell, to thr 50/200 mark, to scalability. Which is why we are looking for those products that have sold 500-1,000 units in the last 60 days.

Those products, while likely languishing in various campaigns and ad sets, can be optimized quickly and have a singular focus of scale.

We already know the proven creative. We already know the proven audience. And we have the value of a LTV based perspective on the audience of a specific product. The Facebook pixel tells us all we need to know.

Spend: How much are you spending on your best product? If your best product has already shown to sell at scale, why does it not receive budget at scale?

Here's the scaling aspect ratio we use. Budget-CPA*100/7...to start. That is to say if the cost per action/sale is $30.00. And we know we need 100 sales to optimize, then we need to spend $3,000 per week or $428.00 per day to get to true optimization.

Then when we see success at that level we will seek to get the spend to $1,000 per day on this single item. Ideally, in rapid fashion we'd like to be at a budget of $5,000 per day MINIMUM.

In order to get there, you need a proven product, great creative, and LARGE audiences.

That's how we scale. There's no reason to dilute resources if you haven't maximized on a proven product.

And to be honest, as we approach Black Friday, $5,000 per day is just the ante. We want to be at $25,000-$50,000 per day in spend by the time Black Friday rolls around.

So let's call it as it is. If you're spending less than $5,000.00 per day, don't waste time or money outside of optimizing **EVERYTHING** for your best selling product.

That's the importance of amplifying a proven product with sales and conversion pixel history.

Other Products: Great, you have a store with a bunch of products. Great...do yourself a reality exercise. Pull a report based upon how many products have had 500-1,000 sales in the last 60 days.

We're thinking you won't have more than 2 or 3. Well, pick the best one of those 3 to scale and make the other 2 CRM focused. And for Upsell, find a no-brainer product. Something that is under 10 bucks that people might just want to impulsively buy. This will help increase your overall AOV.

Everything else we can use in a DABA campaign or a DPA campaign.

The product with 1,000 sales is your Customer Acquisition Generator.

Here's a newsflash. While we may get your top front end product up to a decent ROAS (2.1+). However, you should be ecstatic, even if it just breaks even.

This will be your Customer Acquisition Generator. (**CAG**). It will also serve to drive massive retargeting audiences that the DPA campaign can sweep up.

While the CAG will drive revenue, it's purpose isn't to be the "main" profit generator. People lose on Facebook trying to make the CAG the main profit generator. That's not growth hacking. We drive growth with the cheap, often free, warm traffic.

The **REAL** money is made on your back end and that's what is going to drive amazing numbers this holiday season.

Your CAG should be the ONLY product that you run TOF/Cold traffic to. By virtue of its 500-1,000 sales in the last 60 days, it has **EARNED** the right to be your focal point.

We want to scale the CAG to hundreds and even a thousand plus sales per day. Now here's where the math kicks in.

What's your current conversion rate on your Facebook ads? 2%? 3%? 5%? That means 90+% of people who visit your store are NOT initially converting.

You see where this is going? That is ALL warm traffic where you can inexpensively work to drive revenue and profit. Your CPAs should/could be near ZERO.

All courtesy of an awesome CAG!

Backend Structure: These are your main customers to focus on. The CAG is taking care of the front end. You need to get to work on the backend.

So what should your backend consist of?

- **Sequential and Behavioral contextual email marketing** - (not just "buy my stuff" emails, but emailes that nudge the prospect along. An article, a new video, a tip, ANYTHING that drives them back to your site. Not to Facebook...but your site. Why? Because once they visit the site they are back into another custom audience of ads.

- **SMS marketing** - most commercial CRMs have the ability to send out SMS campaigns. USE THIS. Hardly anyone else is.

- **Contests and Events** - let your warmest prospects see that you care, that you entertain, that you are charitable...build that relationship

- **Test new products** - Testing/launching new products to a warm audience will allow you to profitably determine where your next focus should be. Your next big product will come from the lessons as learned from your backend process.

This is your bread and butter not just for Black Friday / Holiday season, but throughout the year.

And remember, a strong CAG promises a large, warm audience to deploy a prominent backend.

The objective here, with all of this, is to build a value-based conversion oriented back end that allows you to build LTV while simultaneously generate revenue on the front end.

The concurrent objective is to build a strong brand.

This is how we are suggesting that you move forward...until Facebook mandates a change and the immutable **Laws of Diffusion of Innovation** guide us. (look that up if you don't know what it is)

You'll thanks us later.