

STEPS: To Launching A Facebook Advertising Campaign

Steps To Follow To Launch A Successful Facebook Ad-Campaign That Will Deliver 20-50 Patients a Month.

Onboarding

[On-Boarding:](#) (get client information)

ClickFunnels Software

[Build Client Funnel:](#) (import funnel & edit)

Active Campaign Software

[Connect ClickFunnels to Active Campaign](#)

[Create List in Active Campaign & Connect to Funnel](#)

[Add the Local Business as User in Active Campaign](#)

[How Automations Work](#)

- Email: Sent to Business owner (notification of Lead)
- SMS 1: Sent to client with coupon
- SMS 2: Sent to Business owner (notification of new lead)
- SMS 3: Sent to Business owner again in 15 minutes (reminder to follow up with lead)

[Installing Automations](#)

[Email Series Sent Out to Customer](#) that Opt-In (5 email series) ??? (Need Templates)

Video Software: (*OFFEO or inVideo*)

[Create Video](#)

Setting Up Business Manager Account: (Do One Time)

[Create "Business Manager Account"](#)

[Create Your AD-Account](#)

[Add Payment Method to AD-Account](#)

Create Facebook Page (To Advertise From)

[Create Master Facebook Page](#) (To advertise from, OR get access to clients FB Manager Acc)

Create FB Adverts: (Creative Hub or AdParlour)

[Create FB Adverts](#) (Creative Hub)

- [Using Creative Hub To Create & Preview The Ad](#)
- [Chiropractor Advert:](#) (That Delivered 100 Leads/Patients in Campaign)
- [Formula to Write Ad...](#) (use Creative Hub)

[20 Dentist Advert Templates](#) (*Offers I Created, Free & Discounted*)

[More Dentist Templates](#) (Dr Anissa Holmes)

- Meet The Dentist
- Dental Implants
- Invisalign
- Cosmetic Dentistry
- Teeth Whitening
- Pre-Wedding Smile Consultation
- Orthodontics
- Six Month Smiles
- Pediatric Dentistry
- Periodontics
- Oral Surgery

[Sweepstakes Advert/Contest/Raffle/Competition](#) (Dino Gomez)

Install Pixel

[Install Pixels](#)

- [Facebook Pixel Introduction](#)
 - [How Pixel Work \(Diagrammatic Explanation\)](#)
 - [Creating Your Master Facebook Pixel](#)
 - [Installing Pixel In ClickFunnels](#)
 - [Installing Pixel Helper Extension](#)
 - [Install Pixel Events](#)
 - [Assigning Pixel To An Ad Account](#)
-

Upload Patient & Lead List

[Upload Customer Patient List + Lead List... \(Create Audiences & Targeting\)](#)

- [Uploading Email Lists & Creating Facebook Audience](#)
 - [Creating Web-Retargeting Audiences from Website visitors](#)
 - [Creating "Look-A-Like" Audiences](#)
 - [What if you don't have a customer list and pixel list \(Targeting\)](#)
-

Waterfall Campaign Framework

[The Waterfall Campaign Framework](#)

[Difference between Dino Gomez campaign... VS... Waterfall campaign](#)

[How much should I spend for Facebook-Ads](#)

[Campaign Launch Checklist](#)

CREATE FIRST CAMPAIGN... (As Draft First)... THEN GO LIVE!

[GOAL OF CAMPAIGN 1](#)

- To Send "100 Unique CLICKS To Funnel"
- Create "Look-A-Like" Audience of 100 CLICKS Received
- Find Winning Offers Based On Cost-Per-Lead Received

[CREATE FIRST CAMPAIGN & AD-SET](#)

- 1.) [Create New Campaign](#) (Draft)
- 2.) [Create New Ad Set](#) (Draft)
- 3.) [Create Ad](#) (Draft)
- 4.) DONE.. We Have Just Created Our First Campaign DRAFT, Now We EDIT
- 5.) [Edit Campaign](#) (Edit)

- 6.) Edit Ad-Set (Edit)
- 7.) Edit Ad (Edit)
- 8.) DONE.. We Have Just Completed Campaign 1 "DRAFT" Now Make It Go LIVE
- 9.) **PUBLISH**: Ad-Set For Review To Make It Go LIVE!
- 10.) DONE... Now Wait for AD To Go LIVE (24 Hours). Then Create 2nd & 3rd AD-SET.

Dark Post Advantages & Why You Should Use It

- Simply means to use the "POST ID NUMBER" when duplicating ad for other Ad Sets.
- By doing this you do not have to create a new ad for each one.
- But more importantly you carry ALL the Social Proof.
- You use the same advert and collect and display all social comments which will increase conversions.

CREATE SECOND AD-SET

- We only duplicate the other 2 Ad-Sets... AFTER first Ad-Set is approved!
- Instructions: To Duplicate Ad-Set
- Editing Second AD-Set
- DONE... Second AD-SET "DRAFT" Is Complete... Now Create The Third AD-SET

CREATE THIRD AD-SET

- Instructions: To Duplicate Ad-Set
- Editing Third AD-Set
- DONE.. Third Ad-Set 'DRAFT' Is Complete.. NOW Make Both AD-SET's Go LIVE
- Instructions: To Publish Both Ad-Set's For Review To Make Them Go LIVE!

Reading The Relevant Data From Facebook Ads-Manager

- How To Read The Data: What Each Column Means
- Instructions: How To Edit Columns - Make Changes (Create Workflow Columns To Analyse Data)

#1 Reason Why Your Campaign Will Fail

- You will fail if you stop ads too soon and do not allow Ads to run for long enough to get accurate data.
- Let them run till each Ad-Set gets a minimum 1,000 Reach (showing each ad to minimum of 1,000 people) Or a minimum of 50 Clicks.
- And for entire campaign... which consists of 3 Ad-Sets.
- To collectively get a minimum of 100 Clicks (unique link clicks) combined from all 3 Ad-Sets.... (that's 100 people Total that click on link in the ads). So you get accurate data.
- Once we have the data we will use it to run next "Optimised Campaign" to reduce lead cost.... Trust in the process!

Data Analysis Of Campaign 1 And Bringing the CPL Further Down

- Instructions: STEP 1 - Fill Out Form
- FORM DETAILS: (Where to Access Data)
- DONE... We Have Collected ALL Data For This Campaign!

Steps To Complete After Data Received (How many days?)

- Turn off Non Profitable Ad-Sets:
- DUPLICATE most profitable Ad-Sets... APPLY winning demographics from sheet above.

CREATE NEW FOURTH AD-SET... (If necessary, after review to bring CPL down further)

- Instructions on how to create new Ad-Set in Campaign 1
- DONE: How This Will Help
- OK, so we have created the new "Optimized Ad-Set" this will help with a lot of things
- Will help me reach that 100 CLICKS we after for this Campaign,
- So i can graduate to the next level
- Campaign 2, where we increase the budget and will also get a good number of leads

Final Results of Waterfall Campaign 1

LAUNCHING WATERFALL CAMPAIGN 2

GOAL OF CAMPAIGN 2

- Collect "100 LEADS" Combined From Funnel
- Create "Look-A-Like" Audience of 100 LEADS Received
- Find Winning Offers Based On Cost-Per-Lead Received
- Find Winning Offers Based On Targeting: Interest, Age, Gender

When to Create a New Campaign

INSTRUCTIONS

- 1.) Create Lookalike Audience (everybody who visited the funnel)
- 2.) Create New Campaign (Draft)
- 3.) Create New Ad Set (Draft)
- 4.) Create New Ad (Draft)
- 5.) EDIT New Campaign (Edit)
- 6.) EDIT Ad Set (Edit)
- 7.) EDIT Ad (Edit)
- 8.) Publish Campaign - Make It Go LIVE!

Data Analysis of Campaign 2

LAUNCHING WATERFALL CAMPAIGN 3

The Golden Campaign!

GOAL OF CAMPAIGN 3

- Create "Look-A-Like" Audience of 100 LEADS Received.
- Apply Targeting Parameters Of Winning Audience Like: Age, Gender, Interest

Do You Really Want To Start a New Campaign?

INSTRUCTIONS

- 1.) Confirm 100 Leads Collected From Campaign 1 & 2
- 2.) Turn OFF Ad-Sets That Are Costing Too Much
- 3.) CREATE: Look-A-Like Audience (converted into a LEAD, reached Thank-You Page)
- 4.) Create New Campaign (Draft)
- 5.) Create New Ad Set (Draft)
- 6.) Create New Ad (Draft)
- 7.) EDIT New Campaign (Edit)
- 8.) EDIT Ad Set (Edit)

- 9.) EDIT Ad (Edit)
- 10.) Publish Campaign - Make It Go LIVE!

[Data Analysis & Scaling of Campaign 3](#)

Adding Client To Business Manager + Adding Credit Card

[Getting Paid](#)

- 1.) [When to stop free trial](#)
 - 2.) [Different ways of processing payments](#)
 - 3.) [Adding local business client to business manager](#)
 - 4.) [How To Add Your Credit Card To Facebook \(Walk through for client\)](#)
 - 5.) [Using Credit card authorization forms](#)
-

Re-Targeting Facebook Ads

[How To Create Re-Targeting Facebook](#) Ads (CAM – Module 5)

Targeting

[Targeting](#) (from Dr Anissa Holmes & Dino Gomez)
