



THE AD ENGINE:

7 Step Process For Killer Facebook Marketing

By: Mark Anupom Mollick

Founder & Executive Consultant

IDEAN
CONSULTING

ABOUT IDEAN CONSULTING

IDEAN provides conversion focused MarTech & Business Strategy consultancy services to all size companies, from tech startups to MNCs that fuel exponential growth in your business.

We also provide advanced certification masterclasses, comprehensive training, execution plans and exclusive resources on MarTech, Digital Marketing and Business Strategies to tranform your career and business.

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ACTION TIME!

Introduction

"Facebook Ad doesn't work" - we often hear this from many facebook advertisers and business owners!

The ad spending is increasing, but the result is decreasing day by day. It's very frustrating, and your business suffers a lot as well! You also have faced the same problem, right?

We also have been in the same situation.

So we researched, experimented a lot and tried to find solutions. And we found that - many of us try Facebook Marketing without having a *complete process or method*. It's one of the primary reasons the Return On Investment (ROI) is often not satisfactory.

From our learning and experiments, we finally developed The Ad Engine! This 7 Step process, revealed by IDEAN Consulting for the FIRST time ever, will help you to maximize your result and grow your business exponentially.

Let's START!



THE AD ENGINE: 7 Step Process For Killer Facebook Marketing

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THE AD ENGINE INFOGRAPHIC



SMART GOALS



S - Specific
M - Measurable
A - Attainable
R - Relevant
T - Time Based



LASER FOCUS TARGETING



Pinpoint Your Audience with
Sniper-Like Focus



REMARKABLE CONTENT



Craft Persuasive Copy with
Irresistible Offers



SALES FUNNEL



Create High Converting
Marketing and Sales Funnel



CREATE FACEBOOK ADS



Design All Elements of a
SUCCESSFUL Ad Copy



MEASURE AND OPTIMIZE



Measure What Matters
With Right Metrics



MVP METHOD FOR SCALING ADS



Use Build, Measure, Learn Loop
To Scale Up Ads



P.S. You're Just One IDEA Away...

Set SMART Goals

What is a SMART Goal?

At the very beginning, define SMART goals for your marketing campaign. By setting goals, you are providing yourself a target. Based on this, you can determine the success rate of your campaign.



SMART GOALS



- S - Specific
- M - Measurable
- A - Attainable
- R - Relevant
- T - Time Based

SMART Goals Are:

- **Specific:** Well defined, clear, and unambiguous. Define who you want to target, when do you want to run the campaign, what result do you want to achieve and why do you want to achieve this.
- **Measurable:** What metrics are you going to use to determine if you meet the goal?
- **Attainable:** Goal must be achievable and attainable. The goal should be stretched to make you feel challenged, but defined well enough that you can actually achieve it. Ask yourself if you have the resources to achieve the marketing goal.
- **Relevant:** Your Goal should be relevant to your marketing efforts. If you are running ads with Engagement objective, then your goal is to create engagement, not purchase.
- **Time Based:** Your marketing Goal should have a clearly defined timeline, starting date and end date.

Example: I will run a special discount campaign for Eid, from July 01 to July 07, which will get us 7 lakh taka in revenue spending \$500 in Facebook Ads.

Laser Focus Targeting

*The key to Facebook marketing success is:
"Show the right message to the right people."*



1.45 billion people log onto Facebook every day. Facebook's super advanced targeting system helps you cut through the noise to find your ideal customer.

Pinpoint Audience with Sniper-Like Focus

Facebook has three primary audience types:

- Saved Audiences
- Custom Audiences
- Lookalike Audiences

Each of these audience types gives you plenty of additional options for creating the perfect target audience for your Facebook campaigns.



Never target too broadly, but locate your ideal customers before you run the marketing campaign. This will save your ad spending and give you better ROI.

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REMARKABLE CONTENT



Craft Persuasive Copy with
Irresistible Offers

The foundation of great marketing strategy is - remarkable content.

And content can be remarkable by helping an audience *think, feel* and *act*.

A Great Content:

- Tells a story
- Clearly stands out
- Addresses specific pain point
- Offers unique value
- Inspires to take actions



A Purple Cow!

Create Sales Funnel

People normally don't go to Facebook to buy something. So, the first time they see your ad, you can't expect to purchase. That's why, you need to have a Facebook sales funnel that converts strangers to customers and brand advocates.



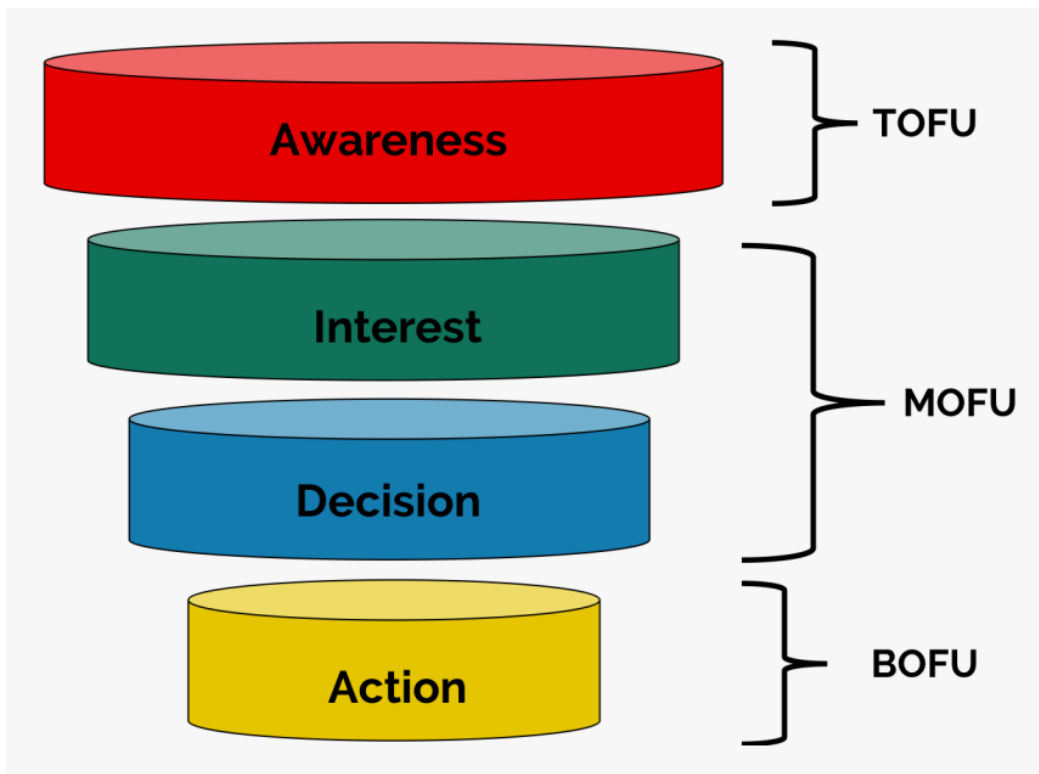
What is a Sales Funnel?

A sales funnel is a step-by-step process that allows you to bring your potential customer one step closer to your offer and a buying decision through a series of marketing actions.

Optimize Your Sales Funnel Using ToFu, MoFu and BoFu

Top of Funnel (ToFU): The top part of the sales funnel, called ToFu, is all about making people aware of your product and brand. You want to make people interested in what you have to offer.

This is also called the awareness stage.

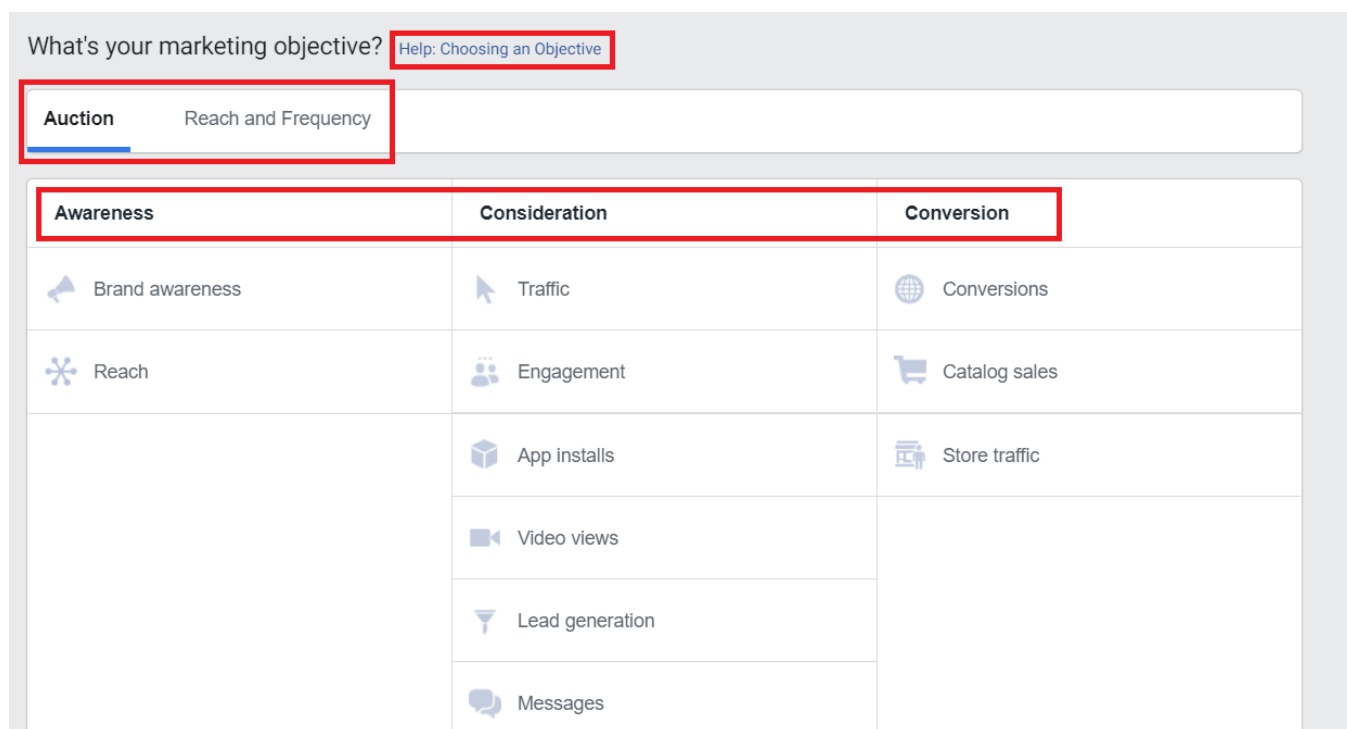


Middle of Funnel (MoFu): The middle part of the sales funnel focuses on showing consumers how you are unique. You could provide free trials or samples so that consumers can get a feel for the product.

It's also called the consideration or evaluation stage.

Bottom of Funnel (BoFu): The last part of the process is to convert your leads into customers, also called the purchase stage. If you have followed the first two parts properly, your prospects will be more prepared to buy from you at this stage.

Facebook Ad Campaign Design



The screenshot shows the Facebook Ad Campaign Design interface. At the top, it asks "What's your marketing objective?" with a link to "Help: Choosing an Objective". Below this, there are two tabs: "Auction" (selected) and "Reach and Frequency". The main area is a table with three columns: "Awareness", "Consideration", and "Conversion".

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

When setting up a campaign in Facebook, most of the advertiser want to use the 'conversion' type because they're trying to sell stuff.

Instead of doing that, consider what is your campaign objective, and set the campaign type accordingly.

This will get you better result for the campaign.

Create Facebook Ads

With over 2.5 BILLION monthly active users, Facebook is the premier platform for marketers to find customers and sell products or services.



It's easy to get confused with Facebook advertising. From interest targeting to pixel tracking, Facebook offers a bewildering number of options.

There are hundreds of resources online from where you can learn all the details. To help you, here we will share 5 Elements of a successful Ad Copy in the next page.

And, if you are really looking for an All-in-One resource to Learn Facebook Ads and Mastery, we are going to recommend something special!

5 Elements of a Successful Ad Copy

"If it doesn't sell, it isn't creative"

- Ogilvy

Writing ad copy for Facebook ads is not hard. The following 5 elements of persuasive ad copy are based on high performing ads.

1. Eye Catching Images
2. Powerful Headline that generates curiosity
3. A compelling offer or message
4. A Clear Call to Action
5. Additional Info with Link or instructions

*Remember that,
If Content is King,
then consistency gives
you the keys to the castle!*

The screenshot shows a Facebook advertisement for PNY Hook Attaché Pendrive. The ad is sponsored by rokomari.com. The headline reads: "রকমারি ডট কম এখন দিচ্ছে ২৫% পর্যন্ত ছাড়ে PNY HOOK ATTACHE Pendrive!!". Below the headline, there is a green box containing the text "লাইফ টাইম ওয়ারেন্টিসহ ৩২ জিবি, ৬৪ জিবি এবং... Continue reading". The main image shows three silver PNY pendrives (32G, 64G, 128G) with a yellow banner that says "২৫% পর্যন্ত ছাড়ে! Original Product". The ad footer contains the text "ROKOMARI.COM এখনই অর্ডার করুন লাইফ টাইম ওয়ারেন্টিসহ পেনড্রাইভ" and a "Shop Now" button. The ad has 358 likes, 52 comments, and 3 shares. The ad is annotated with colored boxes and arrows: a purple box around the header, a green box around the headline, a yellow arrow pointing to the discount banner, a purple box around the footer, and an orange circle around the "Shop Now" button.

Facebook Ads & Marketing Mastery Certification Course

Mark Anupom Mollick, from IDEAN Consulting, has created a comprehensive course partnering with the premier eduTech platform Bohubrihi to help you MASTER Facebook Ads and Marketing.



In the course, he dived deep into EVERY aspect of Facebook Ad Platform. He walked through the ins and outs of Facebook Ad and showed EXACTLY how to design campaigns that generate results for your business... FAST!

[CLICK HERE](#) to See the Course
if Your are willing to Learn More!

"War is ninety percent information"
- Napoleon Bonaparte

Are your Facebook ads working for you?
Wondering which metrics you should be tracking?

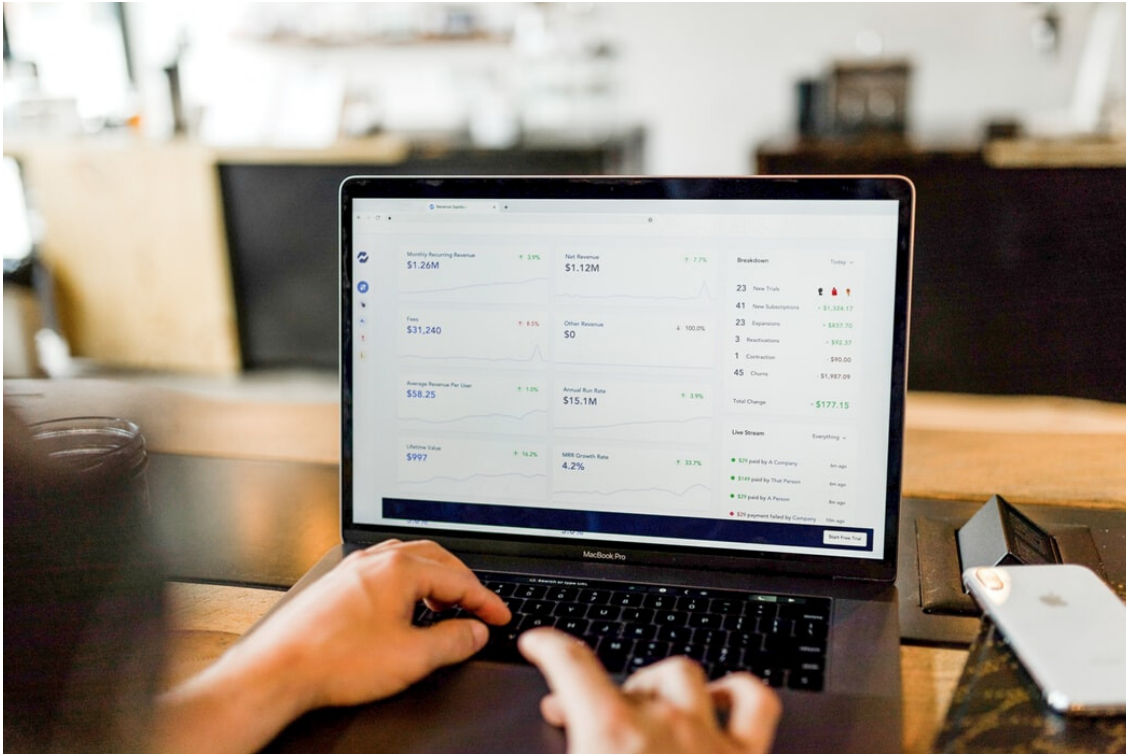
This is where many advertisers struggle, to figure out what to measure and how to improve performance.

We know your pain, cause we also suffered at the beginning just like you. But Over the last years we spent over Hundred Thousand Dollars in marketing, generated MILLION Dollars in revenue and learned some tricks!



In this chapter, we are going to reveal the 10 most Important Metrics you can start tracking right away.

10 MOST IMPORTANT METRICS TO MEASURE WHAT MATTERS



1. Reach
2. Impressions
3. Engagement
4. ROAS (Return on ad spend)
5. Video views
6. Conversions
7. Ad frequency
8. CTR (Click through rate)
9. Customer acquisition cost (CAC)
10. Customer Retention Cost

How to Scale Facebook Ads To The Moon

Scaling your Facebook advertising means increasing your ad spend while maintaining a positive return, which can be challenging for businesses of all sizes.

There are TWO Types of Scaling:

Vertical Scaling

You increase your budget slowly and monitor for a proportionally improved ROI.

Horizontal Scaling

You spread testing across multiple ad sets, audiences, types of creative.

MVP Method for Scaling Ads

"MVP Method for Scaling Ads" is an innovative method developed by IDEAN Consulting for scaling your ads upto 100X!

MVP Stands for Minimum Viable Product.

Taking the idea from Lean Startup methodology, this MVP Method is one of the most powerful, flexible and effective approaches to scale up your marketing campaigns and business.



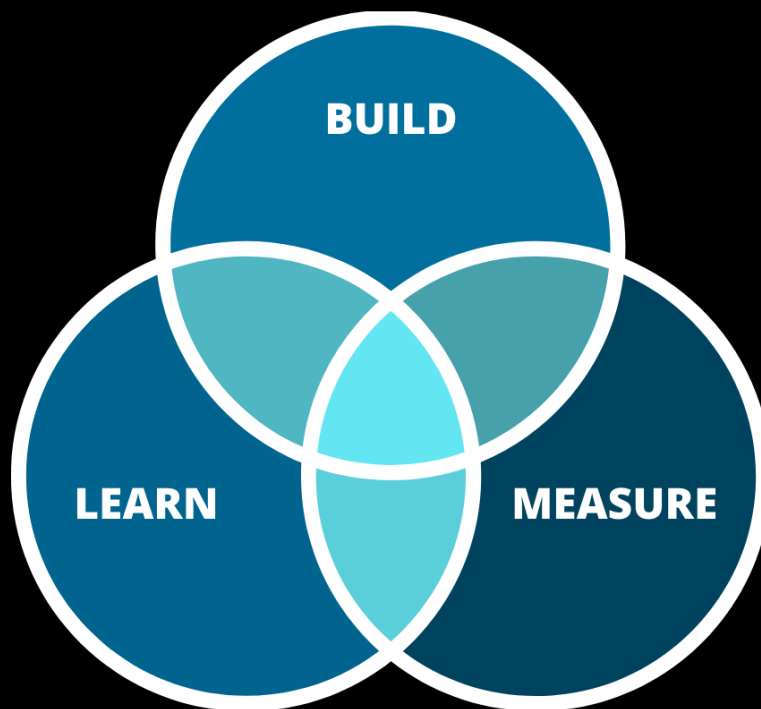
07

MVP METHOD FOR SCALING ADS

Use Build, Measure, Learn Loop
To Scale Up Ads

MVP Method allows to collect the maximum amount of validated learning about Ads with the least effort. This helps you to understand which ads will bring maximum output and then scale your campaign accordingly.

MVP METHOD FOR SCALING ADS



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Build, Measure, Learn Loop

There are **THREE** Phases in the MVP Method:
Build, Measure and Learn.

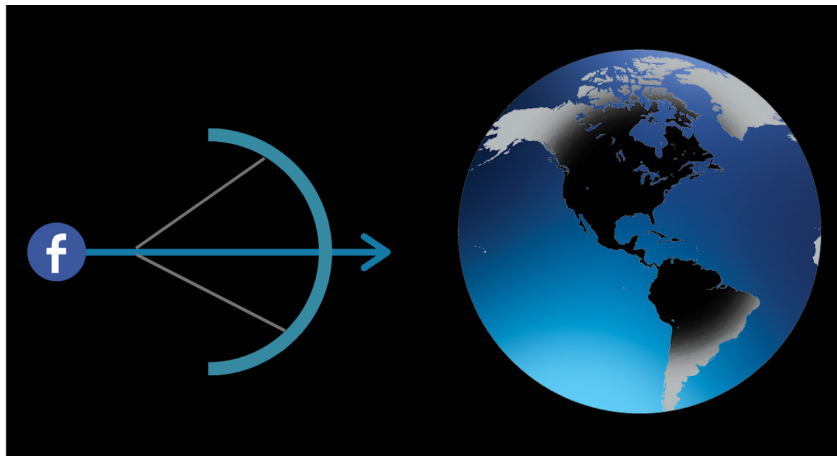
The MVP Method, considered as a LOOP, enables a full turn of the Build-Measure-Learn loop with a minimum amount of effort.

The three phases can overlap with each other. So you can build, measure at the same time and learn.

BUILD Phase

Your goal here is to create Minimum Viable ads – multiple ads with small budgets that allows you to test which gives you maximum output.

1. Use Decentralized Campaign Architecture
2. Create Split (A/B) Testing
3. Optimize for Bottom of Funnel Objectives



MEASURE Phase

Here, you measure the results that you obtained in Build stage. Does the data give you enough info to decide which ads to scale?

1. Define and Track the Most Important Metrics
2. Identify the Segments and Ads with Highest Return
3. Make Small Incremental Bumps in Ad Budget to Winning Ads

LEARN Phase

By the time you reach this stage, you'll be equipped to make sound, evidence-based decisions about what to do next.

There are TWO ways:

Persevere: You found the winning ads, so you scale the campaign by increasing, replicating, improving those and repeat the loop.

1. Use both Horizontal and Vertical Scaling
2. Replicate Winning Ads

Pivot: The ads didn't give sustainable ROI, but you've still gained valuable knowledge about what doesn't work. You can reset, or correct your process with different ads using what you have learned and repeat the loop.

3. Find New Ad Angles
4. Retarget Audiences With New Offers

Action Time!

Now that you know the components of the Ad Engine, it's time to kick-start the Engine!

But only knowing the components won't get you much success, you need the full knowledge and guidelines to go through each of the steps in detail.

That's why we created the Full course on '[Facebook Ads & Marketing Mastery](#)' collaborating with **Bohubrihi**.

What Will You Learn in That Course?

CREATING SUCCESSFUL AD CAMPAIGNS

Watch step-by-step 'deep dive' lessons on how to create successful ad campaigns on Facebook using different Objectives, Ad types, placements and Creatives.

LASER FOCUS TARGETING

Pinpoint your potential audiences and retarget existing customers for better conversions.

FACEBOOK PIXEL, SPLIT TESTING, REPORTING, ANALYTICS ETC

In Depth explanation of the Advanced Tools and Features available in Facebook ads platform, from Ads Managers to Event Managers and others.

MASTERING SALES FUNNEL

Build a high converting sales funnel and optimize to Skyrocket Profit.

THE AD ENGINE

An easy-to-follow 7 Step Process for Killer Facebook Marketing, revealed by IDEAN Consulting for the FIRST time ever!

MVP METHOD FOR SCALING ADS

An innovative method developed by IDEAN Consulting for scaling your ads upto 100X! Taking the idea from Lean Startup methodology, this MVP Method is one of the most powerful, flexible and effective approaches to scale up your marketing campaigns and business.

BATTLE TESTED BEST PRACTICES

Discover the best practices we learned from spending Thousand Dollars in marketing and earning MILLION Dollars in revenue!

MAXIMIZING E-COMMERCE SALES

Make more sales and profit from your F-Commerce or E-Commerce business implementing the tactics provided.

**[CLICK HERE TO SEE ALL THE MODULES
OF THE COURSE NOW!](#)**

P.S. You're Just One IDEA Away...