



Essential

DIGITAL MARKETING

3 step checklist

FOR PROFITABLE FACEBOOK & IG ADS

step 1

CHOOSE AN OFFER WITH A BIGGER PURPOSE

- Great marketing isn't only measured by your return on investment, but also the greater impact you leave on the world through improving your customer's lives.

Businesses that aren't purpose-driven can't survive in the digital landscape. What is your signature service, or best selling product? Get down to its deepest reason for existing, and the lasting outcome it provides.

People aren't looking for features - they want a reason to believe that engaging with your brand will leave them better than they were before. Give it to them!

You can position your one offer in a variety of ways, but to be successful, optimize one offer at a time until you reach your profitability goal.



step 2

SPEAK DIRECTLY TO THE IDEAL CUSTOMER

- It's important to create an ideal customer avatar not only for your brand as a whole, but for each individual product that you advertise.
- Setup campaigns that speak directly to where your audience is in the purchase journey, to ultimately drive them to that final conversion - whether it's visiting your website, engaging with previous posts, or added to cart and not purchasing.



step 3

AMPLIFY YOUR MARKETING TOUCH POINTS

- Your customer isn't only on Facebook and Instagram, so why should you be? Use Facebook as the main growth source, but be sure to supplement that with Google and Display Retargeting ads.
- Email is also one of your most valuable touch points - it accounts for 30% of an average ecommerce store's sales. Utilize email not only for sales, but as a trust-building tool. Follow-up with your list with communications they can get excited about and bring them value above all else.
- BONUS TIP:** Send out a post-purchase limited time offer email with a one-time order coupon that is time sensitive for 1 hour. Purchase confirmation emails have 80% open rates, so don't miss out on this opportunity to increase your average cart value!



how we can help

If you're working to scale your business, consider hiring an experienced team to manage your paid ads & digital marketing.

Before hiring someone to help your business, you need to consider whether their strategies and performance standards align with your business's goals and values.

We'd love to provide you a free strategy session to help you see how our holistic approach to advertising is able to help you scale.

Please click the link [here](#) to schedule.

We can't wait to contribute to your success!



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