



Everything You Need to
Grow
An Online Business
With Paid Ads
Paid Ad Blueprint

desertdigitaladgroup.com

ACTION

BRAINSTORMING

ACTION BRAINSTORMING CAN HELP IDENTIFY WHAT THINGS ARE HELPING OR STOPPING YOU FROM ACHIEVING YOUR GOALS.

MY GOAL:

STOP
DOING

DO
LESS OF

KEEP
DOING

DO
MORE OF

START
DOING

FB AND IG GUIDELINES

These are the guidelines I suggest when you are running Facebook and Instagram ads. If you follow these recommendations, your campaigns should be successful and you'll be able to judge the results in a matter of days or 1 week.

GET ADS READY

- Have a Business Website
- /A Lead Capture Account & Page
- FB Profile and Business Page
- FB Ad Account
- Install the Meta Pixel/API on Website

5 STEPS TO CREATE AN AD

- Objective
- Budget
- Audience
- Placement
- The Creative

BEST DAILY AD BUDGETS

- Awareness \$3 - \$7
- Traffic \$6 - \$12
- Engagement \$6 - \$12
- Leads \$16 - \$27
- Sales \$27 - \$47

5 MISTAKES PEOPLE MAKE

- Choose The Right Goal
- Choose The Right Budget
- Choose A Creat Creative
- Have a Clear Call To Action
- Follow up With Leads Immediately

GET ADS READY

If you want successful paid ad campaigns out of the gate - here are the steps to take before you start spending money and will make all the difference for your ad campaigns.



- 1) A Business Website- Somewhere for people to go to and visit.
- 2) A Lead Capture Form with a free gift on this website. The free gift, a guide, checklist, video, cheat sheet etc. is given away in exchange for the viewers email address. Ask for the minimum information, Full Name, Email address and cell phone number. If you ask for more the response will not be as great.
- 3) A Facebook Personal Profile. You must have a profile in order to build a business page.
- 4) A Facebook Business Page (www.facebook.com/pages/create). with all the information filled out completely. This includes a cover photo, a profile photo, a great about section, your business website, your business phone number and more. Just follow the prompts to build out your business page and name it.
- 5) A Facebook Ad Account once your Business Page has been Created. You'll use Facebook Ads Manager www.facebook.com/adsmanager to create your campaigns.

Here's the structure of your ads will look like inside Ads Manager.

The new campaign structure

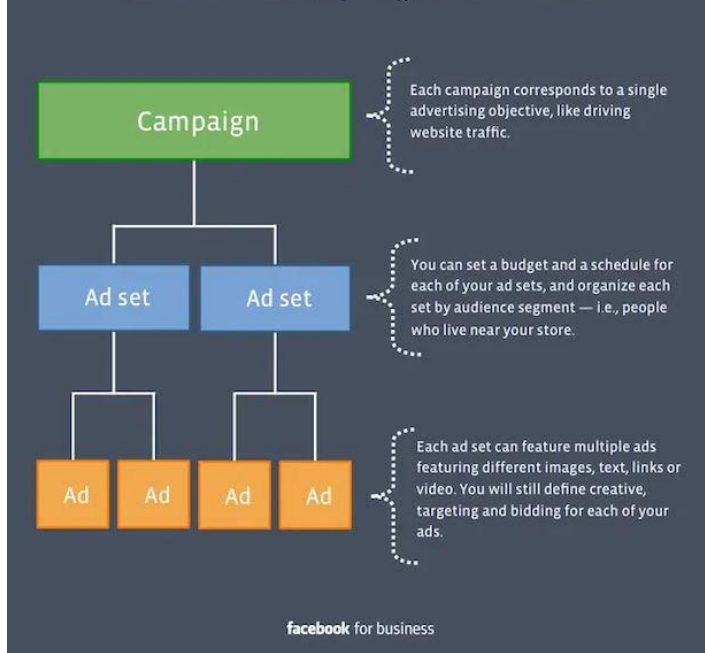


Image Courtesy Facebook

There are three levels.... **The Campaign, The Ad Set,** and the **Actual Ad.**

6) Install the Meta Pixel on your website. If you use Wordpress for Your website, there is a plug in Pixel Your Site that you can use to do this installation easily.

Get the plug in here: www.wordpress.org/plugins/pixelyoursite

7) 6 Types of ads that work very well for almost all businesses.

- Video Ads
- Messenger Ads
- Event Ads
- Marketplace Ads
- Catalog Ads
- Online Virtual Event Registration

Here's where you can get some inspiration for your ads in the

FREE Facebook Ads Library: www.facebook.com/ads/library

There is a lot to know about Facebook and Instagram ads and I work with entrepreneurs who are looking to grow and scale their businesses using them.

I have done for you and done with you packages if you are ready to get started.

Your Facebook and Instagram Ad should have these 6 elements:

- Hook
- Questions
- Authority
- Content
- CTA
- Close

Your images should all be square (1080px by 1080px) to be consistent.

These types of images perform best:

Mock-ups

Stock Photos

Lifestyle Images & Videos

Text

Testimonial Images



Learn The Five Steps

The Detailed
Process for This
Training →→→

INSTRUCTOR:
CARLENE KELSEY

WWW.DESERTDIGITALADGROUP.COM
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Set up a call with Me
www.CarleneKelsey.as.me/ads

STEP #1 CHOOSE YOUR OBJECTIVE

CHOOSE YOUR GOAL. THERE ARE MANY TO CHOOSE FROM, AND IT'S SO IMPORTANT THAT YOU CHOOSE THE RIGHT ONE. JUST ASK YOURSELF "WHAT DO YOU WANT THE NEXT STEP TO BE WHEN SOMEONE SEES YOUR AD?"

STEP #2 DETERMINE THE BUDGET

DETERMINE THE BEST BUDGET FOR YOUR GOAL OR OBJECTIVE. BUDGETS GO HAND IN HAND WITH OBJECTIVES AND THEY NEED TO BE REALISTIC FOR THE ADVERTISER, BUT ALSO NEED TO WORK WITH THE FB AND IG ALGORITHM TO GET THE BEST RETURN ON AD SPEND. (ROAS)

STEP #3 BRAINSTORM YOUR AUDIENCE

TIME TO DETERMINE YOUR BEST AUDIENCE FOR YOUR AD. THIS IS PROBABLY THE MOST IMPORTANT SECTION OF YOUR AD. CONSIDER: WHERE DO THEY LIVE? WHAT AGE ARE THEY? WHAT GENDER ARE THEY? WHAT INTERESTS DO THEY HAVE? DO YOU HAVE ENOUGH FB OR IG PAGE FOLLOWERS TO RETARGET THESE FOLKS? CAN YOU ALSO CREATE A LOOKALIKE AUDIENCE FROM ONE OF THE 4 POSSIBLE SOURCES? AN AWFUL LOT GOES INTO AUDIENCE SELECTION. I'LL TEACH YOU THE BEST PRACTICES TO FOLLOW.

STEP #4 WHAT'S THE BEST AD PLACEMENT?

WHERE DO YOU WANT THE AD TO APPEAR? YOUR OPTIONS ARE MANY, INCLUDING FB NEWSFEED & SIDEBAR, IG FEED AND STORIES (IF IT'S A VIDEO), WHAT'S APP, FB MESSENGER AND THE AUDIENCE NETWORK. WE'LL REVIEW EACH AND DETERMINE WHAT WORKS FOR YOUR BUSINESS.

STEP #5 WHICH CREATIVE WILL WORK BEST?

CREATION OF THE ACTUAL AD. WHAT WILL GET THE BEST RESULTS? A SINGLE IMAGE AD? A COLLECTION OF IMAGES KNOWN AS A CAROUSEL? SHOULD IT ONLY BE VISIBLE ON MOBILE DEVICES? A VIDEO? A VIDEO MADE UP OF A FEW IMAGES CONNECTED WITH TRANSITIONS? ARE YOU PROMOTING AN EVENT?



AD GOALS WORKSHEET

WHAT IS YOUR GOAL?

WHO IS YOUR AUDIENCE

WHAT ARE YOUR AUDIENCE
INTERESTS

WHAT ARE 5 CREATIVE IDEAS

CREATE YOUR AD TIMELINE

LIST YOUR AD COPY IDEAS

WHAT IS YOUR BUDGET?

WHAT ARE THE RESULTS YOU
WANT?

USE THESE RECOMMENDED BUDGETS FOR YOUR FB & IG ADS

If you use these guidelines, you'll see that your results should be better than going into paid ads blindly. You will need to still **test** and see if you get the results you need, or maybe you'll need to increase the budget slightly by 10% to see better results.

Ready to Commit and see profits and leads skyrocket? Let's chat 🙋
www.DesertDigitalAdGroup.com/contact

Want to know the META Magic Budget to Achieve the Max Results?

GOAL - OBJECTIVE	MINIMUM	BETTER	BEST
Conversions	\$25	\$32	\$45
App Installs	\$2	\$3	\$4
Lead Gen	\$5	\$15	\$25
Catalog	\$15	\$30	\$45
Messages	\$5	\$15	\$22
Traffic	\$3	\$6	\$10
Store Traffic	\$3	\$5	\$10
Event Response	\$3	\$12	\$18
Video Views	\$1	\$3	\$5
Reach	\$1	\$3	\$5
Brand Awareness	\$3	\$10	\$17
Engagement	\$3	\$5	\$10
Sales	\$25	\$32	\$45

Disclaimer: These are just suggested daily estimates and results cannot be guaranteed

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PAID AD TRACKER

START DATE :

CAMPAIGN NAME :

END DATE :

TIMELINE

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OBJECTIVE

METTING

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

NOTES

DETIALS

TO DO

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
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NOTES

YOUR FACEBOOK RESOURCE GUIDE

There are many resources to use when you begin your first paid advertising campaign. I'm just going to list a few for you here.



SAMPLE CAMPAIGNS

<https://adespresso.com/blog/facebook-ad-template/>



FACEBOOK AD LIBRARY

<https://business.facebook.com/adlibrary>



FB ONLINE AD HELP

<https://www.facebook.com/business/help>



CANVA AD TEMPLATES

<https://www.canva.com/templates/?query=ad-templates>

www.desertdigitaladgroup.com



From: **Carlene Kelsey**

Your Facebook & Instagram Ads Expert

Reach Out For Assistance 🙌

My Website: www.DesertDigitalAdGroup.com

Done With Your Programs:

www.DesertDigitalAdGroup.com/services

My Ad Management & Full Packages

www.DesertDigitalAdGroup.com



Next Steps: ✓

Set up a strategy Call with me to review your business goals, objectives, and discover how FB and IG ads can fit into your results this year.

<https://calendly.com/carlenetb/30min>

If you have any questions, please reach out to me via email:

hello@desertdigitaladgroup.com

