

Create Remarkable and Converting Facebook Ads

10 Point Checklist

Nicholas Kusmich

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Speak to people’s hearts and souls using a narrative or storytelling to convey a message that stands out from the noise.”

NICHOLAS KUSMICH

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Have a client agreement that allows the client to have the transparency they need while still maintaining the privacy and confidentiality of the strategies I use.
- Read case studies on Nicholas's website to learn how to make an ad campaign go viral. Trends and seasonal products can sometimes really take off.
- Approach each campaign the same and take the holistic view to focus on the overall strategy and not just tactics and ads.
- Keep in mind the 4Ms. Message, Market, Magnet, and Mechanism. Use narrative to create a message that speaks to people's souls. Market to my true fans. For magnet, give something of true value. The mechanism is the entire process that needs to be in place to begin running my ads.
- Have a great sales process and funnel in place and then I will create great ads to get great results. I will be remarkable, with campaigns, offers, and lead magnets.
- Read Nicholas's book "Give" and get a free training valued at \$197 and be entered to win one of three bundles with a \$10,000 value. Have the mindset of giving. Every second of the marketing process should be valuable whether a transaction takes place or not.
- Follow the SAGE model in campaigns. Keep it Short, Actionable, Goal oriented and Easy.
- Create a SAGE checklist that is connected to what is happening in the marketplace that I am targeting. This checklist could lead to 1000s of downloads and be an awesome lead magnet.
- Get comfortable creating standard newsfeed link ads. This is text, headline, and a picture. Images drive clicks on the ad. Think about how the image can convey my message and provoke emotion without words.
- Use SRT captions when I run video ads because a large portion are viewed without the sound. Use carousel ads when I target the ecommerce space.