

# Making the Most of Your Facebook Ad Spend


## 10 Point Checklist

**Keith Krance**

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**



"When people see your stuff over and over again,  
it builds more subconscious trust with you."

**KEITH KRANCE**

# 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.**

- Offer something of value to potential customers without necessarily including a pitch at the end. This can pay off in the long run.
- Write down three potential effective hooks for my product or service, and three that might be less effective, to help clarify the difference.
- Come up with five separate compelling hooks: one for people at each of the five UPSYD stages.
- Use those five hooks as inspiration to create one single hook that would be equally interesting to people regardless of their stage on the UPSYD ladder.
- Focus on marketing to people who are aware of the problem, but not the solution. This is often the sweet spot.
- Provide “results in advance.” My audience will be more inclined to buy if I give them a sense of mastery or success before they spend money.
- Examine one of my current ads in detail and determine where its audience falls on the UPSYD ladder.
- Ask a friend in a different industry to read my ads. If he or she doesn’t understand any terminology, simplify it to appeal to a broader audience.
- “Facebookize” a YouTube video by captioning it to give my audience a visual representation of what the video is saying, because it will be on mute at first.
- Create more ad sets with smaller budgets on Facebook. In general, as counterintuitive as it may seem, this tends to be more effective.