

Crafting An Expert Facebook Ad


10 Point Checklist

Taki Moore

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**



"It turned out the checklist was a hotter offer than the video course. So we just put that front and center... that page doubled our conversion rate, and in some case almost tripled it."

TAKI MOORE

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.**

- Create a great lead magnet with a "quick win" ideology, like a whitepaper or a checklist.
- Test a few different content options. Would video best serve your audience or a document?
- Figure out your goals for your Facebook Ads sales funnel.
- Test out some high-conversion Leadpages that direct toward your goal.
- Cut out the loser option that gets second best in your testing.
- Once the user signs up, have the thank you page promote your upcoming webinar.
- Once you have a list of opt-ins, try out a look-a-like audience with at least six data points in common.
- Make sure that your Facebook Ads, not matter the efficacy of the style option, still coordinates with your branding.
- Got a blog post you're really proud of? You can use Facebook Ads to push to it and get a bunch of engagement going for it.
- Continually test, keep with it, and see crazy conversion!