

A True Facebook Ad Strategist Tells All


10 Point Checklist

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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**



**"Make sure your sales process is working and
converting before diving into Facebook ads."**

AMANDA BOND

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.

- Focus on creating Facebook strategies rather than blindly following others' advice. Pick and choose the right techniques to use to my advantage.
- Create a sales funnel that will help me build a strong and clear marketing foundation. Focus on getting people to understand and patronize my brand.
- Always keep in mind the 3 phases of lead generation: connect, commit and close.
- Get people to **connect** by creating a strong and effective branding that influences and is easily understood.
- Impose strong lead generation strategies that get people to **commit** right after making a connection. Use these strategies to eventually **close** deals.
- Use remarketing to follow up with leads who didn't make a purchase. Send them a message to remind them about your brand and to inspire them to make a purchase.
- Calculate my earnings per lead to determine how much a new lead is worth. To calculate, divide my total revenue by the number of people in my sales process. This will help me spend my ad budget wisely.
- Get feedback from people who bought my products. Use the feedback to improve my customer service.
- Promote business content via a Facebook business page rather than my personal Facebook profile.
- Use Facebook Pixels to track visitors' actions on my page. Use this information to determine what type of push marketing to promote.