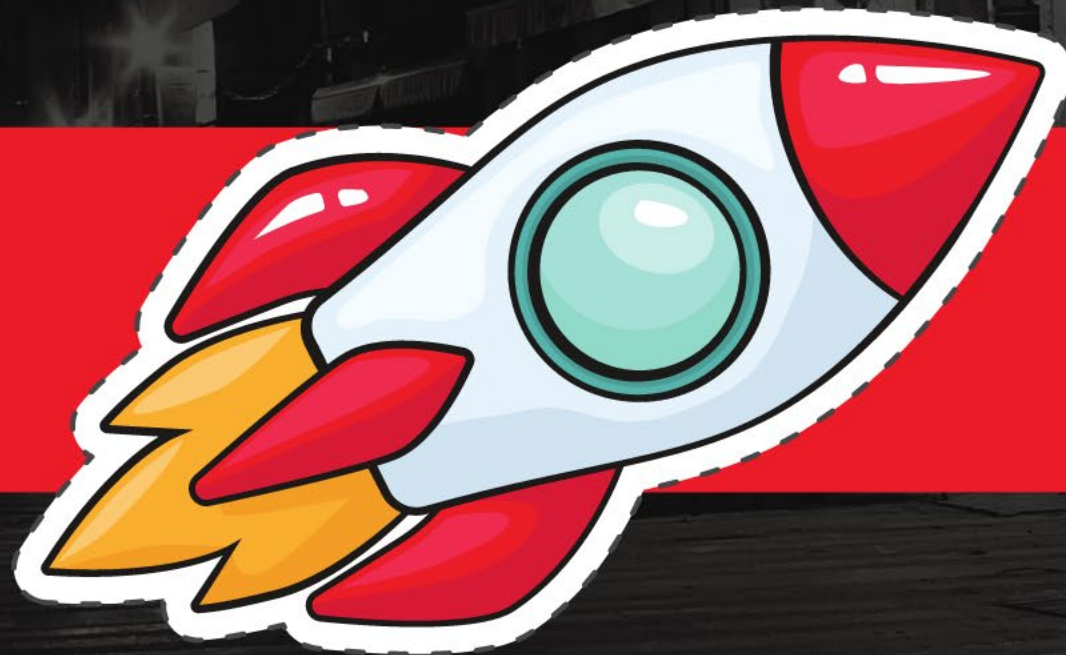


RESTART SMALL BUSINESS



HOSTED BY BEN ADKINS

Can also be
applicable to other
markets... keep
watching!

Chiropractor

Facebook Advertising

PLUS TODAY'S FOCUS: TEST AND RESCUE

OVER THE SHOULDER “BUILD IT WITH ME” CAMPAIGN



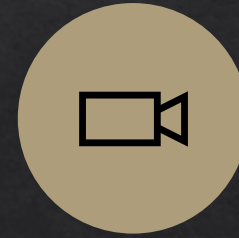
THE
CAMPAIGN



RESEARCH
AND ASSETS



AUDIENCE



TYPES OF
ADS



CREATIVE
BOOM!

Audiences...



GO BROAD



Interest
Based



Geography

Audiences

- Geography
- Broad
- Interests

Audiences

Interests:

- Direct interests in chiro related
- Sideways interests

Approach

- Unlock each micro action.
- In order.

The Approach: Facebook Ads Funnel

1. Stop the scroll (creative)
2. Click Through to landing page:
 - a) *Headline*
 - b) *Button*
 - c) *Primary text*
3. *Quality: Repeat steps 1 and 2 with quality in mind. Is it attracting the right type of people?*
4. *Repeat Steps 1 and 2 with new “hook”*

The Approach: Facebook Ads Funnel

1. Stop the scroll (creative) – 2%+ (try to hit 5%+)
2. Click Through to landing page – Above 1%. Goal is 2%+
 - a) *Headline*
 - b) *Button*
 - c) *Primary text*
3. *Quality: Repeat steps 1 and 2 with quality in mind. Is it attracting the right type of people?*
4. *Repeat Steps 1 and 2 with new “hook”*

Questions?