



TRUVI

11 Step Checklist - Online Advertising on **Facebook** & **Instagram**

THE OFFICIAL **DIY GUIDE** FOR LOCAL BUSINESSES

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THE FOUNDATION

This is where you brainstorm who to target and how to entice your target. This step is crucial as it will dictate the message of the ad, the images and/or video, and the targeting options in Facebook Ads Manager.

Step 1: Define Your Target Audience

Defining your target audience will personalize the ads which will boost engagement and lower your cost of ads.

Remember - “ 71% of individuals does not mind ads that are relevant to them and their buying habits”

Step 2: Create an Exclusive Offer

An exclusive offer that speaks to your target audience will increase the engagement, clicks, conversions, and visits to your place of business



CAMPAIGN FRAMEWORK

Once you've defined the target audience and the exclusive offer, you need to setup the ad campaigns, ad sets, and design the actual ads your target audience will see on their Facebook and Instagram Feed.

Step 3: Setup Campaign & Targeting Options

If you do not have a Facebook Ads Manager, you can start by creating a Facebook Business Manager. For detailed information on creating a Facebook Business Manager & Ads Manager - <https://business.facebook.com/>

Step 4: Create Eye-catching Image or Video

Give your ad a face - a well thought out, relevant visual for your ad will not only stop your target audience from scrolling, it will increase the likelihood of them remembering your businesses.

Truvi Provides the Complete System
Check Out our Demo!
<https://www.truvi.co/full-demo>



CAMPAIGN FRAMEWORK (continued)

Step 5: Compelling Ad Copy

Make sure the text in the headline and description, also known as the Ad Copy, speaks directly to your target audience. Do not use generic and broad Ad Copy.

Step 6: Strong and Clear Call to Action

Tell your customers EXACTLY what to do! For example, “Click Here” or “Download” or “Claim Your Code!”

Step 7: Create a Custom Landing Page

This is where your customers exchange their contact information (name, email, phone number) for your exclusive offer. Make sure you test variations of landing pages to see what works best!



THE DELIVERY

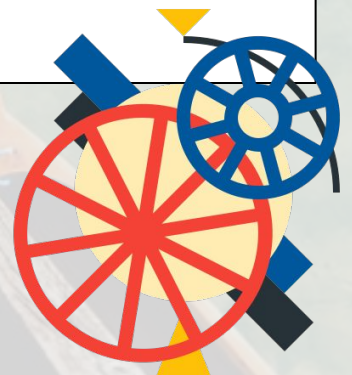
Now it's time to launch your ad! You can use email service providers like Mailchimp or Drip to help you collect customer data and deliver your exclusive offers to their email. You can also use things like QR codes to help track all the offers that are claimed and redeemed.

Step 8: Deliver Offers Instantly

Once customer information is collected, have a system in place to deliver the exclusive offer instantly on the next screen, to their email inbox, and to their sms if they provided their phone number.

Step 9: Offer Redemption & Tracking

Have a system in place where you or your employees can redeem the offers and mark them used, seamlessly. Tracking it by hand is possible, but can be cumbersome and prone to a lot of errors.



THE DELIVERY (continued)

Step 10: Email & SMS Reminders

Not everyone who claims your offers uses them right away or even remembers. Make sure you have a system in place to send out reminders using the emails & phone numbers you've collected.



THE HOOK

Most initial offers are break even campaigns, some may even take a loss. But, the goal is to bring customers back using the customer information collected. THAT IS WHERE YOU MAKE THE SERIOUS MONEY!

Step 11: Re-target & Re-engage

This is where the power of your list comes into play. Create new offers, share a new product, or invite them to a special event and bring your customers back using email, text message and re-targeted ad campaigns.



SEE HOW DO IT!

If you want to see these steps in action, you can see a full demo on how we use the steps above to help our clients successfully advertise their local businesses online.

<https://www.truvi.co/full-demo>



If you have any questions, please feel free to email us at abraham@truvi.co or give us a call anytime 818-925-4209