

SELL OUT EVENT TICKETS FRAMEWORK - PAID MEDIA

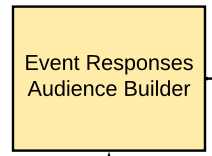
"The Highest Probability Of Conversions" -- Advanced Event Advertising Model - Event Mastery Live!

AD STRATEGY

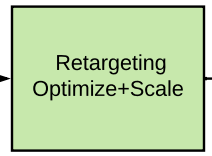
CUSTOMER JOURNEY



PHASE 1: "SOCIAL PROOF"



PHASE 2: "TICKET SALES"



NOTE: Tracking & Pixels Installed

TOF: Awareness MOF: Consideration BOF: Conversions

CAMPAIGN TYPE
EVENT RESPONSE,
VIDEO VIEWS , PPE

CAMPAIGN TYPE
CONVERSION
CAMPAIGNS

Position Content & Messaging:
TOF = Top of Funnel
MOF = Middle of Funnel
BOF = Bottom of Funnel

CAMPAIGN GOALS & KPI'S

CAMPAIGN TARGETING OPTIONS:

- a) "Cold" (based on research) Interests
- b) Page Engagement
- c) Video Views Education
- d) Email (CRM) List
- e) Website 50% Engagement

Lookalikes from "Best" audience
CRM match data uploads - (1k+) buyers and subscribers (separately) + LAL
Geo within +25 Miles, national targeting

Goal: Comments, Shares, Likes, Buys

TESTING:

Run "3-7" day sprints with higher budgets (test for engagement)
Stabilize and scale as KPI
Establish Custom Audiences

BUDGET:

- Establish timeline budget (example: \$20,000 / month)
- Allocate by event(s)
- Know your max CPA

ASSETS:

- Testimonials
- Videos (short/long)
- Creatives / copy / formats-sizes
- Thumbnails (FB/YT/IG)
- Website / Landers
- Eventbrite is an option
- ClickFunnels, OptimizePress

CAMPAIGN TARGETING OPTIONS:

- a) Audience Engagement
- b) "Best" response audiences
- c) Add-To-Cart Event
- d) Checkout Event

Note:
Exclude folks who already bought tickets for that upcoming event. (don't waste \$ on folks who bought)

Goal: Ticket Sales

TESTING:

Check against KPI - and add/test budget and scale up and add "rules"
Continue Custom Audiences

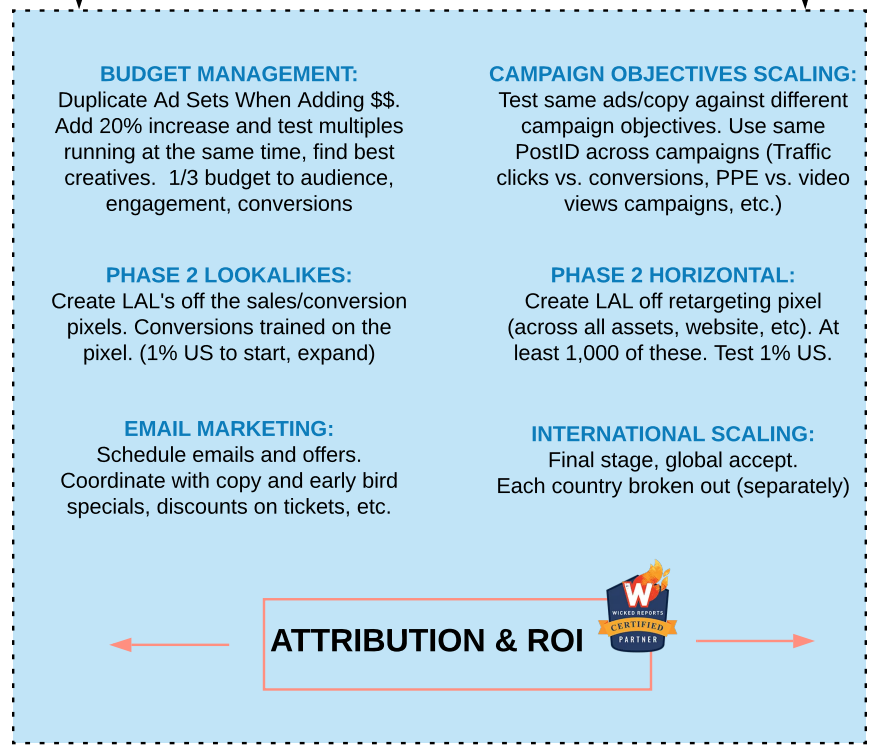
BUDGET:

- a) Scale vertically by adding 20-30% budget increases
- b) Scale horizontally by adding new audiences

ASSETS:

- Messenger
- Testimonials
- Videos (short), sizzle
- Urgency, countdown timer(s)
- Creatives / copy
- Website / A-B Tests
- Deeper personalized funnels

SALES MARKETING / MEDIA DASHBOARDS



TARGETING OVERLAYS:
LAL + "specific interest" (better conversions likely)

REPORTING / DASHBOARD:
Weekly KPI reporting + recommendations. Track everything!