

SELL OUT EVENT TICKETS FRAMEWORK - FACEBOOK ADS

V 3.0

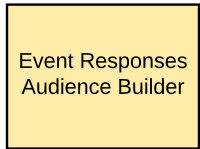
"The Highest Probability Of Conversions" -- Advanced Event Advertising Model - Event Mastery Live!

AD STRATEGY

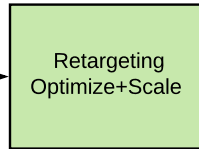
CUSTOMER JOURNEY



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 TARGETING OPTIONS:

- "Cold" (based on research) Interests
- Page Engagement
- Video Views Education
- Email (CRM) List
- 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: \$50,000 / 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:

- Audience Engagement
- "Best" response audiences
- Add-To-Cart Event
- Checkout Event

Note:

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

Goal: Ticket Sales

TESTING:

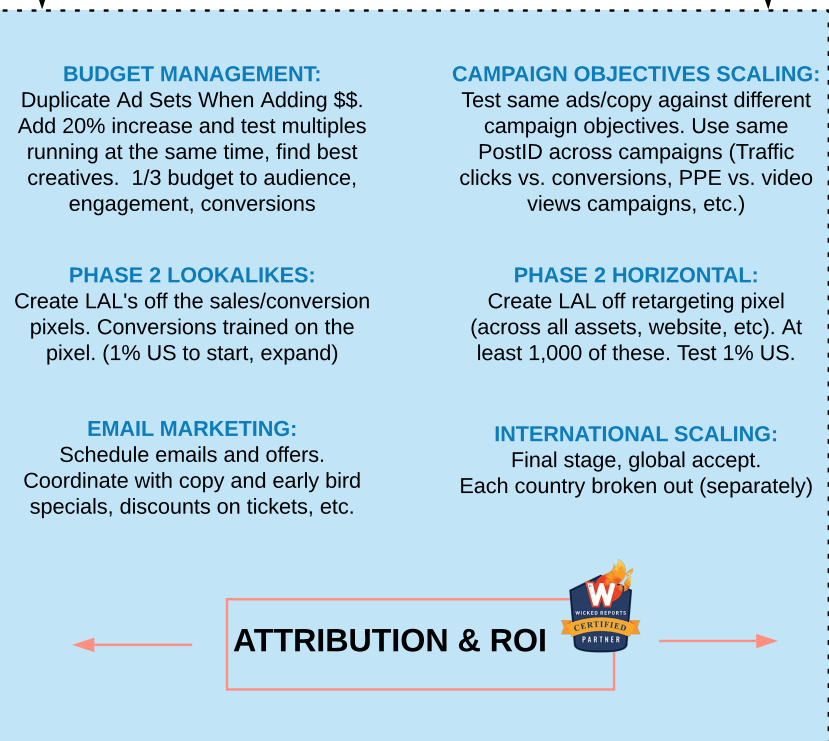
Check against KPI - and add/test budget and scale up and add "rules"
Continue Custom Audiences

BUDGET:

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

ASSETS:

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



BUDGET MANAGEMENT:
Duplicate Ad Sets When Adding \$\$.
Add 20% increase and test multiples running at the same time, find best creatives. 1/3 budget to audience, engagement, conversions

CAMPAIGN OBJECTIVES SCALING:
Test same ads/copy against different campaign objectives. Use same PostID across campaigns (Traffic clicks vs. conversions, PPE vs. video views campaigns, etc.)

PHASE 2 LOOKALIKES:
Create LAL's off the sales/conversion pixels. Conversions trained on the pixel. (1% US to start, expand)

PHASE 2 HORIZONTAL:
Create LAL off retargeting pixel (across all assets, website, etc). At least 1,000 of these. Test 1% US.

EMAIL MARKETING:
Schedule emails and offers.
Coordinate with copy and early bird specials, discounts on tickets, etc.

INTERNATIONAL SCALING:
Final stage, global accept.
Each country broken out (separately)



TARGETING OVERLAYS:

LAL + "specific interest" (better conversions likely)

REPORTING / DASHBOARD:

Weekly KPI reporting + recommendations. Track everything!

CAMPAIGN GOALS & KPI'S

SALES MARKETING / MEDIA DASHBOARDS