

# Get Results **FASTER**

## With a Simple Facebook Ad Strategy

The question I get asked most often about Facebook Ads is...

**“Why aren’t my ads working?”**

The answer? It's your **STRATEGY** (*or lack of!*).

If you’re running Facebook Ads without a strategy, you might as well roll down your windows and throw cash out as you drive around aimlessly.

Wouldn’t you rather keep that cash and multiply it all while growing your email list with hundreds of potential customers? Yeah, I thought you might.

A STRATEGY can help you with that by:

- ☐ Keeping ad costs down
- ☐ Constantly growing warm audiences of people who are familiar with you and eager to engage with your brand
- ☐ Making it easy and clear to evaluate what is working and what is not
- ☐ Delivering ads to the best possible audiences - the ones eager to buy!
- ☐ Allowing you to scale quickly
- ☐ Saving you time & money
- ☐ Avoiding guessing games and finally knowing which ads are working and why!

**You Can Create a Simple Strategy TODAY!**



I'm going to share with you the strategy that I use with my clients each and every day. I call it The 3 Stack Formula and it's a very simple way to move your potential customers from just getting to know your brand to engaging and receiving value and finally to being eager to buy your offer!

**Here's what The 3 Stack Formula looks like...**

## **Stack One: Create Engagement**

Stack One ads are important for two reasons:

1. They introduce your brand to new people + encourage interaction or engagement
2. They create warm audiences or "buckets" of people who you can show your next ads to



In Stack One, you don't ask audiences to take action, except for just encouraging awareness and engagement with our brand. Basically, we just want them to see us and interact with us. It's that simple.

It's what we do with that engagement that is MAGIC! See, every single person who engages with your Stack One ad (by watching a video, liking, sharing, commenting, or clicking on your ad) get put into a bucket and set aside to deliver Stack Two ads to. *Genius, right?*

<b>What Objective Should You Use?</b>	Post Engagement or Video Views
<b>How Much Should You Spend?</b>	As little as \$1/day I recommend reserving 10-15% of your budget for these ads
<b>Who Do You Deliver Stack One Ads To?</b>	Cold Audiences! Use detailed targeting based on interests, demographics and pages the might like

### **The Key To Stack One Ads:**

- They need to be especially engaging or compelling!
- They can be educational, entertaining or evoke an emotion.
- They should be short + easy to read.
- They should be "no-brainers" for someone to want to like, share or comment on.

### Ads That Work Well In Stack One:

- Fun Instagram Stories
- Facebook Lives
- Short, educational videos (under 5 min)
- Silly, engaging content
- Beautiful Instagram Posts
- Silly or entertaining videos (under 5 min)

## Stack Two: Deliver Value

Stack Two ads serve two big purposes:

3. To create a relationship with your audience (*know, like + trust*)
4. To **grow your list**

Stack Two ads usually require an email exchange. You offer free value in exchange for their email address. Once they are on your list, you continue to develop the relationship by sending them consistent communication.

Stack Two is a crucial step in the sales process. Your potential customers desire this connection and need this additional value from you in order to take the next steps.

If you have a freebie, lead magnet, webinar, video series, etc - this is where you'll place those ads!

### What Value Can You Deliver?

Let's look at the Stack Two ad funnel.



It's pretty basic. Deliver your Facebook ad to warm + cold audiences. Show them your freebie opt in page and if they opt in, they see your thank you page. Boom.

<b>What Objective Should You Use?</b>	Conversion
<b>How Much Should You Spend?</b>	As little as \$5/day I recommend reserving 70-80% of your budget for these ads
<b>Who Do You Deliver Stack One Ads To?</b>	Warm Audiences! Use the Engagement and Video Views Audiences you created with your Stack One Ads You can also deliver these ads to Cold Audiences, but they will cost more.

## Stack Three: Make the Offer

The point of Stack Three ads? **To make sales**, of course!

Most people think Stack Three ads are the most fun (myself included) because you get to see the *direct result* of your ads. Did they make a purchase or not?

By the time your audience has gone through a series of ads from Stack One to Stack Two and they've received nurturing emails from you, you've got a good relationship. And you've earned the right to show them what you're selling.

## What Are You Selling?

Let's look at the Stack Three ad funnel.



This is the basic idea. Send your warmest audiences to your sales page. And make your offer.

<b>What Objective Should You Use?</b>	Conversion (Reach or Traffic if your warm audiences are very small)
<b>How Much Should You Spend?</b>	As little as \$5/day I recommend reserving 10-15% of your budget for these ads
<b>Who Do You Deliver Stack One Ads To?</b>	Your WARMEST Audiences! The people who opted in for your freebie, are fans, or have visited your website are your best bets for this one!

If you'd like to learn more about *The 3 Stack Formula* and how to create a custom strategy for your business, you can find out more about [The FB Ad Lab here.](#)



Hey! Thanks for downloading this freebie!

I'm Jackie Ellis - Facebook Ads Strategist for coaches, course creators and other freakin' awesome entrepreneurs. I'm on a mission to help you eliminate the stress + overwhelm of Facebook ads so you have more to do what you're good at...and to just enjoy freakin' life!

You can find out more [here.](#)

