



HOW TO REACH MORE
CUSTOMERS & GENERATE MORE
SALES WITHOUT INCREASING
YOUR MARKETING BUDGET

Keely Stawicki



Traditional Advertising vs Facebook Ads

- Print Media
 - *Magazines*
 - *Maps*
 - *Flyers*
 - *Business cards*
 - *Those table toppers at restaurants*
- Radio
- Direct Mail
- Billboards
- Banner Ads



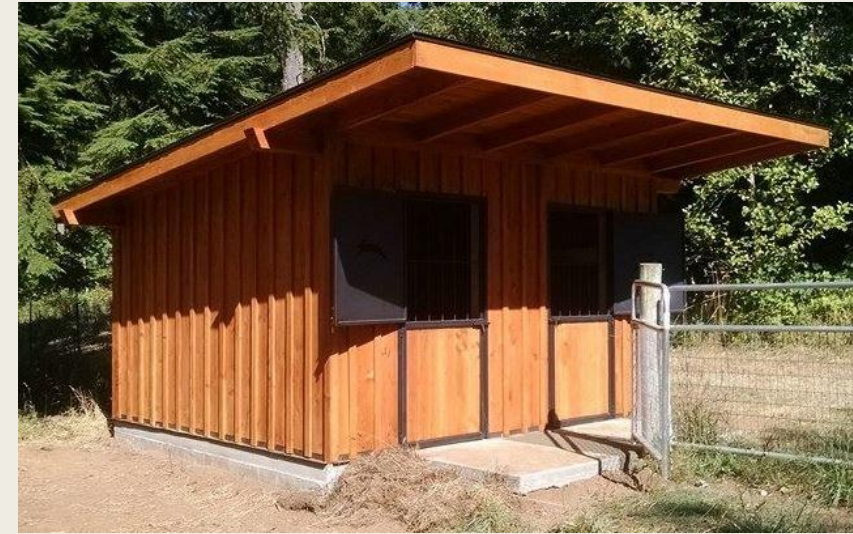
About Me:

- William Woods University
 - *B.S Marketing*
- Trained horses
- Moved here to homestead
- Started a sawmilling business (Dee Ranch Co)
 - *Custom Sawmilling*
 - *Firewood*
 - *Custom Barns*



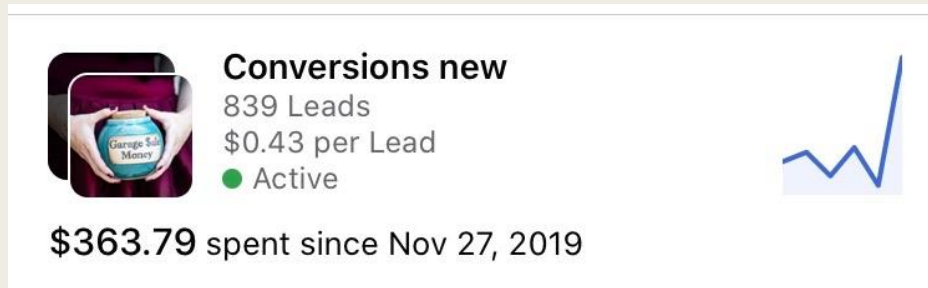
\$25,000 Job Booked With \$100 Ad Spend

- Bootstrap marketing
 - *Learning to optimize ads*
 - *Facebook advertising & digital marketing courses*




My Facebook Ads Journey:

- Bend in the Road Consignment & Vintage Boutique
 - *Reach 1,000 people for under \$3*
 - *10 Second Video views for \$0.04*
 - *Moo ad \$0.16 an engagement*
- Resale Revolution
 - *Coaching to turn Clutter into Cash*



Conversions new
839 Leads
\$0.43 per Lead
● Active

\$363.79 spent since Nov 27, 2019



Bend In the Road
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Moo 🐄



👍 🤔 ❤️ Sylvia Crompton and 219 others
20 Comments 5 Shares



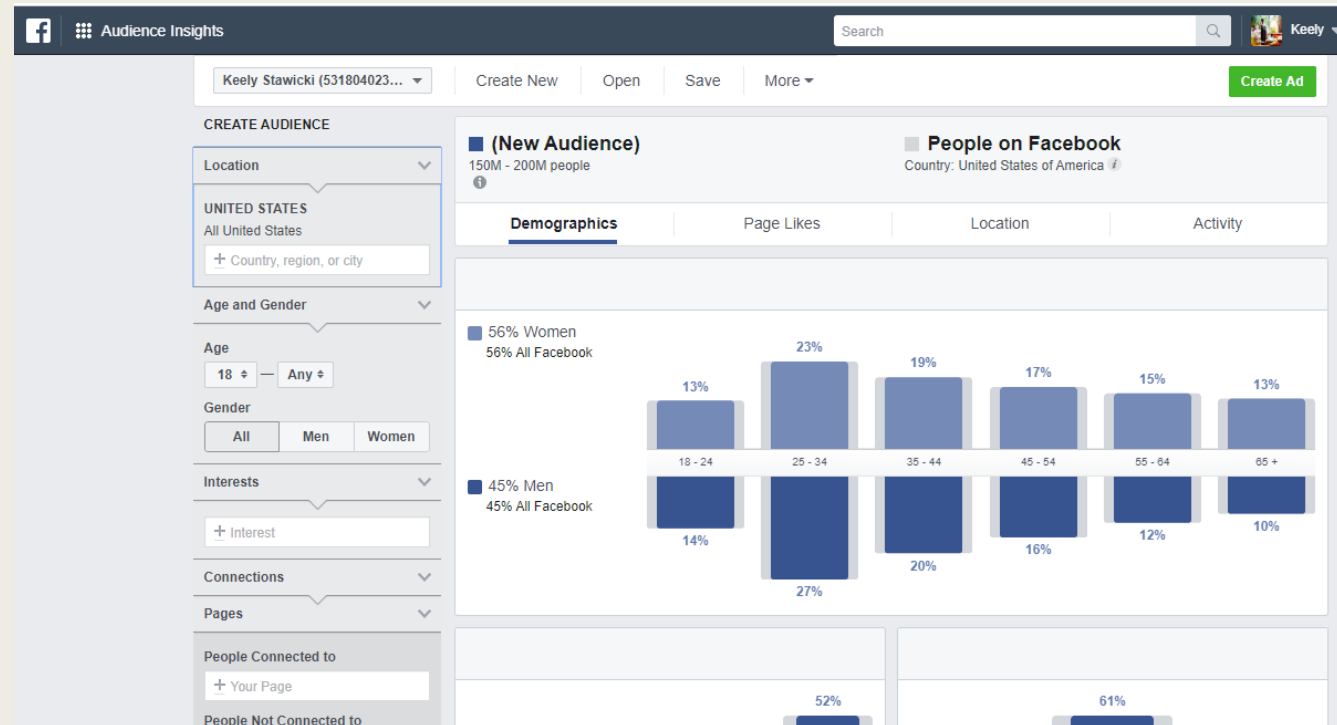
Who Are Facebook Ads For?

- Retail based businesses
- Service based businesses
- Online Sales
- Non profits
- Fundraisers
- Events



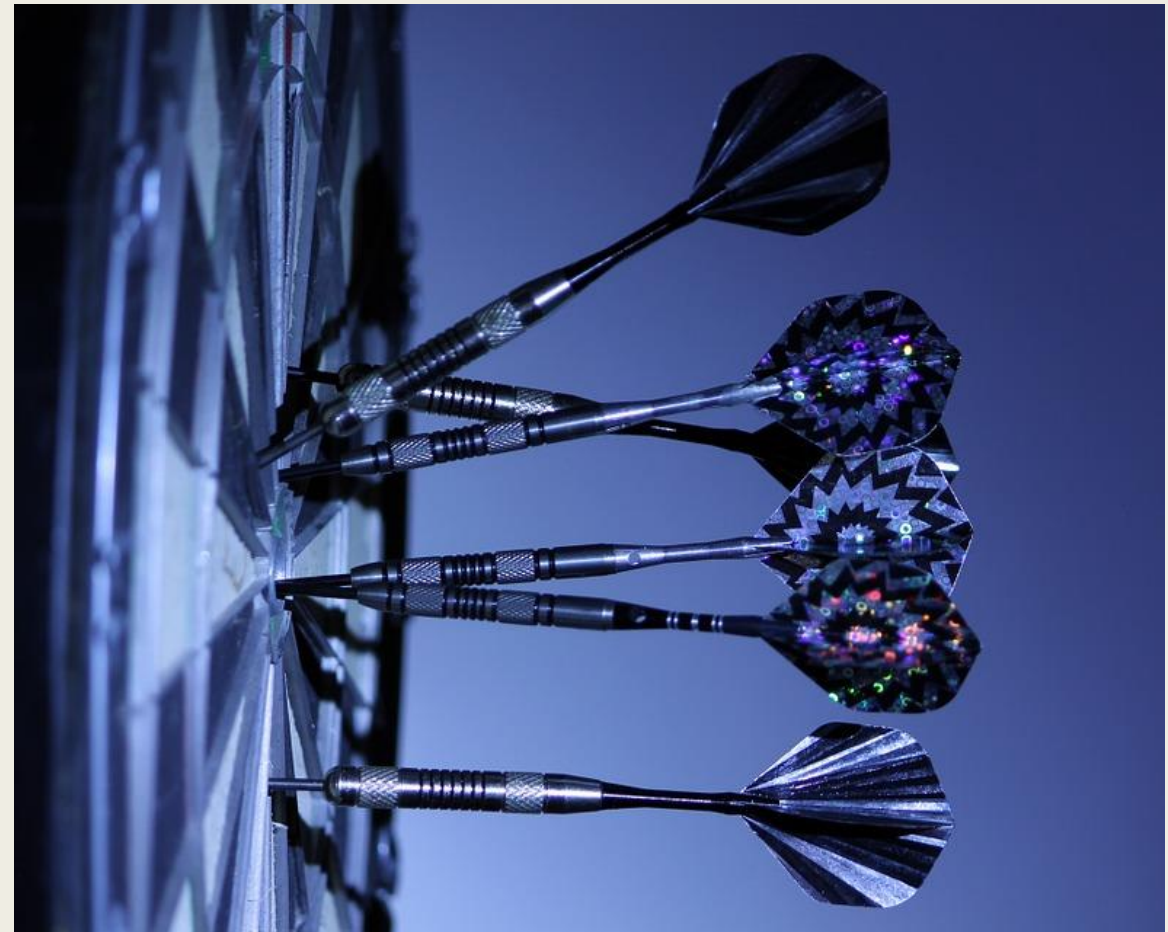
3 Steps To Prepare For Running Ads

- Who are you speaking to?
 - *Target your customer*
 - Survey current customers
 - <https://www.facebook.com/business/insights/tools/audience-insights>
- Establish an objective
 - *Brand or problem awareness*
 - *Leads*
 - *Sales*
- Test your message
 - *Emails*
 - *Facebook/Instagram Posts*



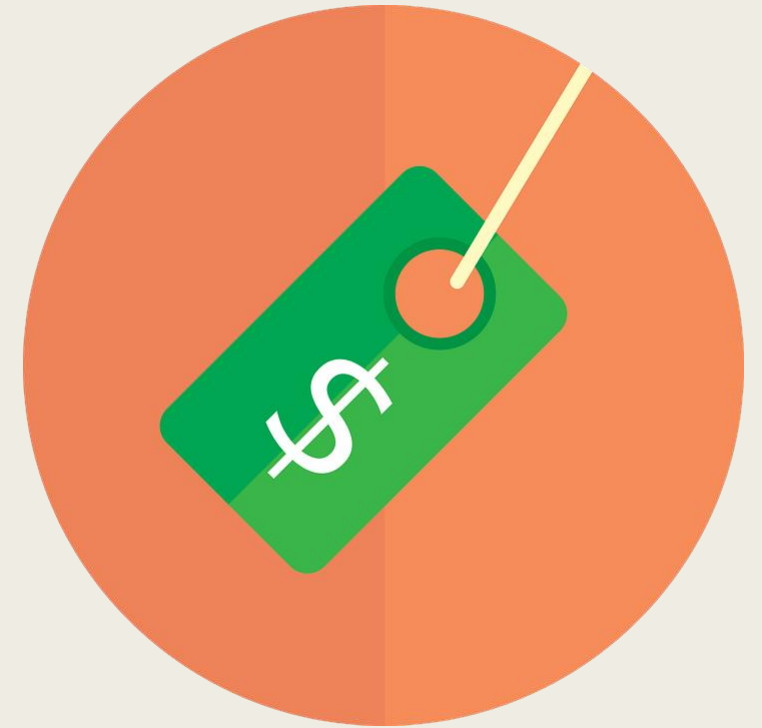
What Is Your Audiences Temperature?

- Cold- Problem & brand awareness
 - *Tell them about a problem*
 - *Give them something free*
- Warm
 - *Give them something free*
 - *Tell them about a special offer*
- Hot
 - *Sell to them*
- Custom & Lookalike audiences



What Do They Cost?

- Variable cost
 - *Ad objective*
 - *Audience*
 - *Ad quality*
 - *Your industry*
- (CPC) Facebook advertising costs on average about \$0.27 per click.
- Cost per thousand impressions (CPM), Facebook advertising costs about \$7.19 CPM ([Hootsuite](#)).
- The best way to lower your ad cost is to learn how to run ads efficiently or hire someone know how to do it.




Common Ad Mistakes


- Generic photo
- Boring copy
- Bad offer
- Bad links
- Not targeted
- “Boosted”
- Likes campaigns

 **James Katter**
Run and chain down your wallet 😬


9 mos Like Reply More

 **Robin Pease**
Man I thought I was the only one this dissatisfied!no consistency in service personel the service man. knows nothing about diesel. I quit their went to another place.

8 mos Like Reply More

 **David Tucker**
Go here if you want to be screwed over and told a warranty covers a issue only to have it denied. I wouldn't send my worse hated enemy here to buy a vehicle.


12 mos Like Reply More

 **Mark Parrish**
Go to St. Helens Dodge and Jeep and see Ken!!


2 yrs Like Reply More

 **LP Grassl**
Don't trust Gresham Dodge

2 yrs Like Reply More

 **Blake Letcher**
Last time my truck was there for warranty work they left half of the parts sitting in my cup holder. luckily they were just reattaching my rearview mirror, if it had been an oil change or tire rotation I'd either have a ruined engine or be flipped upside down in a ditch.

2 yrs Like Reply More

 **Gresham Chrysler Dodge Jeep Ram**
Blake, I'm sorry to hear about this. Would you mind contacting me at joe@dodgeofgresham.com or 503-666-2277 to let me know more details? I'd like to make sure this doesn't happen in the future. - Joe Leavitt, GM

2 yrs Like Reply More

 **Gresham Chrysler Dodge Jeep Ram** Sponsored · 🌐

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👍❤️ 11

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Good Ads

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 **Russ Ruffino - Clients on Demand**
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Tried a podcast.
Didn't work.

Spent years building a blog, grinding out articles day after day.
Didn't work.


Tried making videos and posting to YouTube.
No one watched them.

Unfortunately, I hear this all too often from business owners.

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 **Kyle Dendy**
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How To Get Started Now

1. Set a budget
2. Decide on objective
3. Establish an audience
4. Develop your message
5. Set up ads
 1. *Learn how to set up and run your own ads*
 2. *Hire someone to run your ads*
6. Test
7. Optimize



Questions??

