

DSOA SAI: FACEBOOK & INSTAGRAM ADS

Day 3: Budgeting & Planning

Presented: Feb 2021



TRACY *by design*.CO

OUR WEEK AT A GLANCE

- ① *Foundations*
- ② *Audiences & Audience Layering*
- ③ *Budgeting & Planning*
- ④ *Creating Campaigns*
- ⑤ *Decoding Your Results*

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BUDGETING + PLANNING

Going proactive on your FB/IG Ads

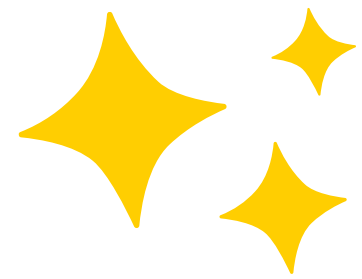
\$ + PLANNING

- 1 A quick recap**
- 2 Your Money Mindset**
- 3 Budgeting Basics**
- 4 A Simple 6-week Promo Strategy**
- 5 Homework!**



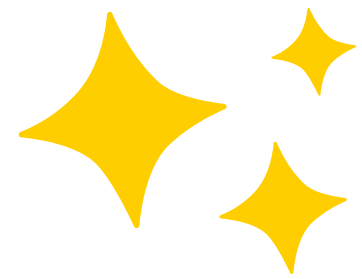
"Everything is figureoutable."

– Marie Forleo



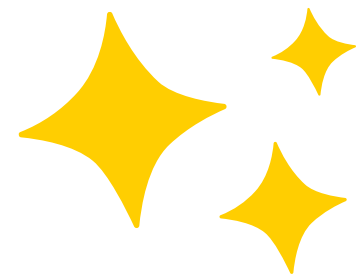
WHEN YOU'RE IN A KNOT...

- Slow down to speed up
- Mantra: **I just don't know how to do this...yet. I'm figuring it out.**
- Repeat the module, video or guide
- Google is your BFF
- Take a break!



ADVERTISER SUPPORT CHAT

- Many times, you'll need to reach out to FB for support – to resolve account issues, review errors, etc.
- **business.facebook.com/business/help**
- Adding a video to today's section on the mini-site



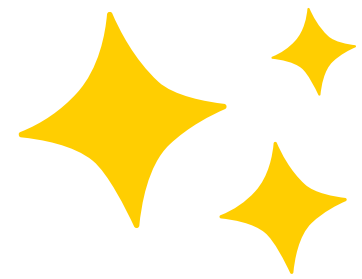
GETTING HELP!

- Come to the live Q+As!
- Post in the FB Group
- NEW post for each question; no piling on
- Make sure you've watched the "how to get help" video AND you're including screenshots +/- or videos. Loom is your BFF.
- Resist the urge to "help" others...unless it's realllly in your area of expertise

YOUR MONEY MINDSET

*Shifting your brain towards investment
& growth*



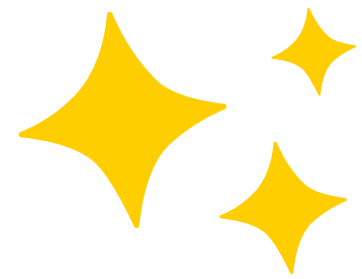


INVESTMENT BRAIN

- Growth-focused
- Lifetime Value-focused
- Math, data & fact-focused
- Money mindset mischief managed

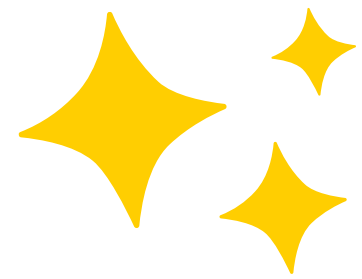
NOT:

- Expense-focused
- "How little can I spend?"
- Emotionally driven or reactive



GROWING...WHAT?

- Data & insights
- "Market-to-able" audiences
- Lists/Leads
- Trials
- Paying students
- YOUR advertiser ninja skills!



THE BEST BUDGETS ARE

- Proactively focused on **specific, identified** growth goals
- Not an afterthought!
- Planned in 90 day cycles against an annual budget
- Comprehensive: A.B.A.B

BUDGETING BASICS

*FB budgeting optimization overview +
some simple math to get you started.*

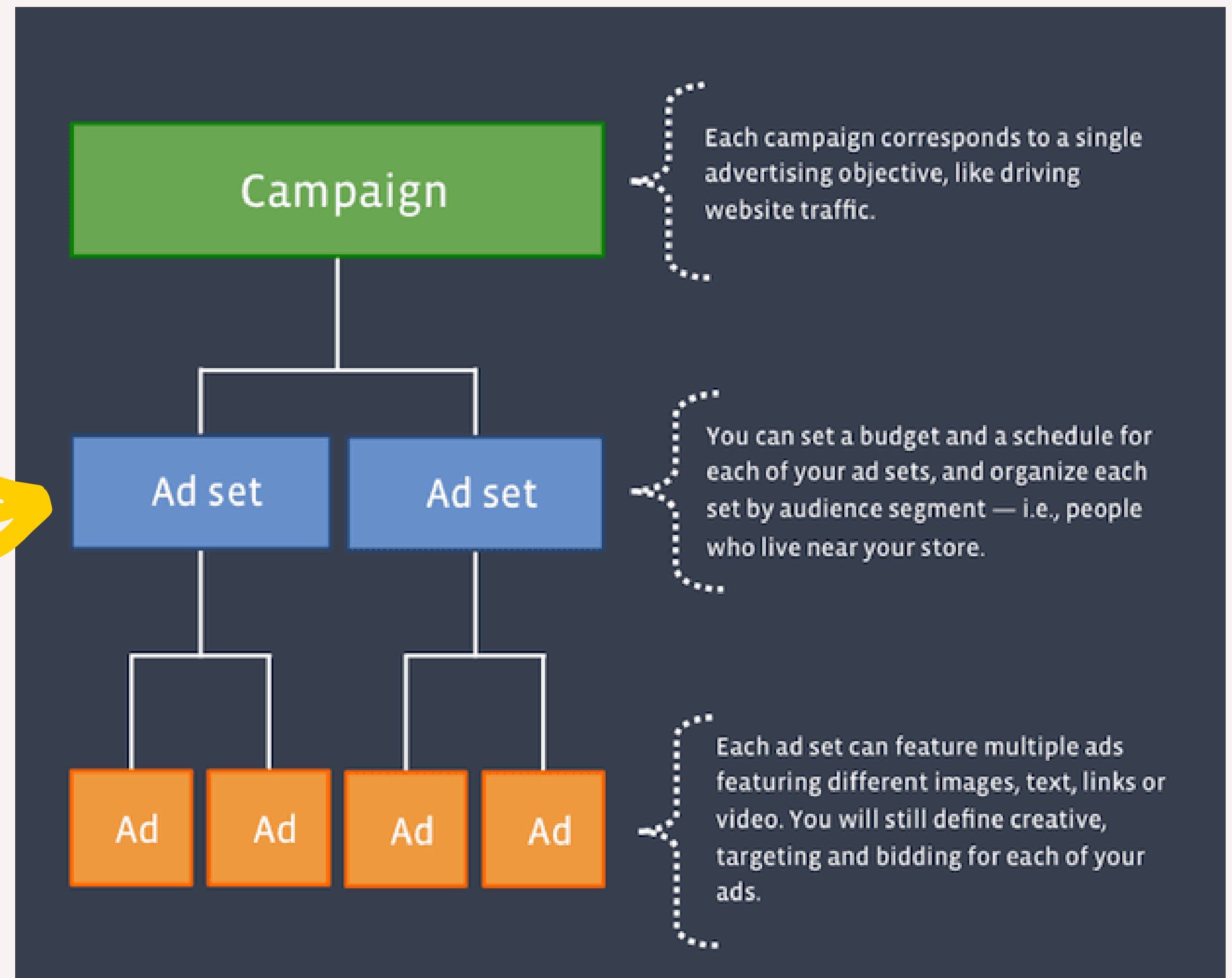


ABO INTRODUCTION

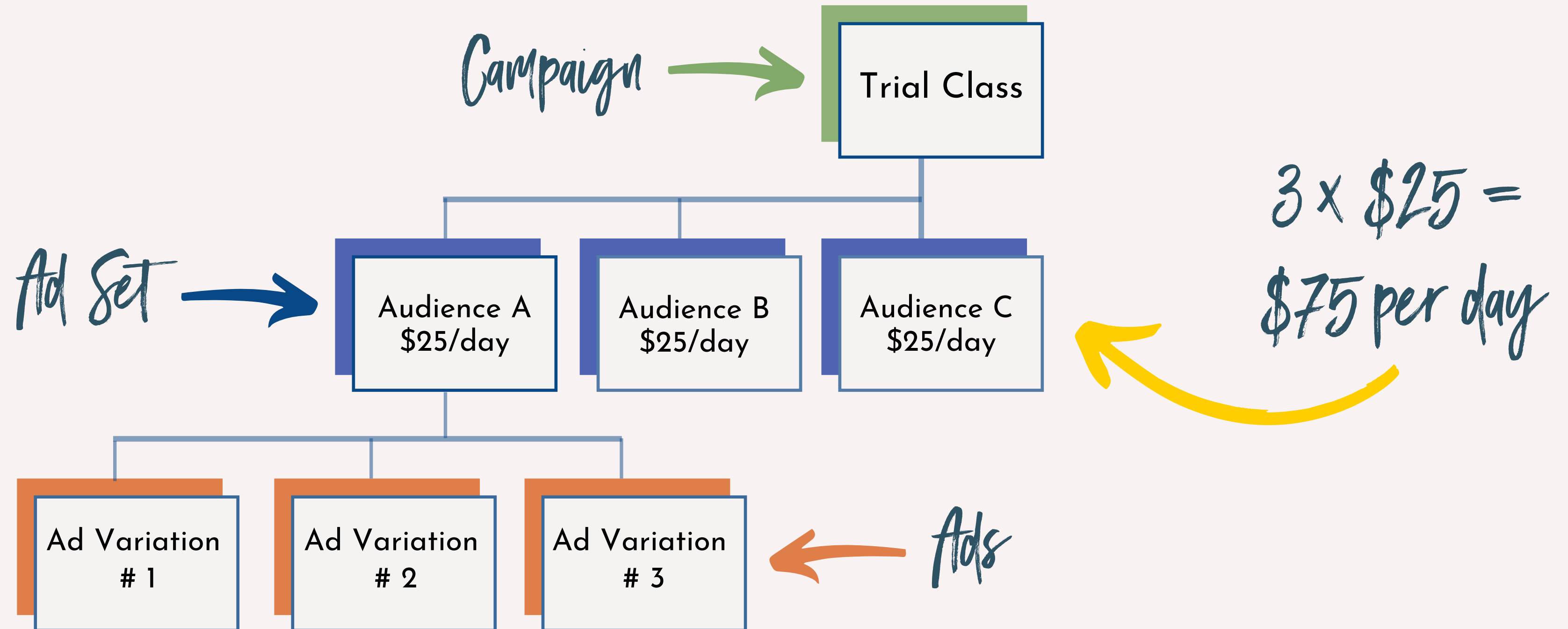
*Set budget @
Ad Set Level:*

Why ABO vs. CBO?

- CBO unfairly prioritizes larger audiences when it doles out daily ad spend
- Smaller audiences don't get a fair crack at the budget
- Custom audiences = small audiences by nature
- ABO allows a fair distribution of your budget each day
- As you learn more, you can adapt your strategy!



SETTING DAILY BUDGET



SIMPLE MATH

- Most of your ad efforts will be a basic math problem
 - How many of your leads/trials turn into paying customers?
 - How much does each lead cost?
 - $\text{Lead cost} = \text{daily budget PER ad set}$
- **The KEY is knowing two pieces of information**
 - **1) What does each lead cost?**
 - **2) What does each customer mean in LTV?**

A MATH PROBLEM

- **Example:**

- Leads cost \$25 each.
- You convert 3 out of 4 of them into paying customers, or 75%
- **You want to add 20 new customers**
 - Each new customer results in an average LTV of \$500

BREAKING DOWN THE MATH

- **Guideline: \$25 per ad set per day**
- Now, break down the math...
 - $20 \div .75 = 27$ leads needed
 - $27 \text{ leads} \times \$25 = \$675$ estimated budget
 - $\$675 \div 3 \text{ ad sets} = \225 budget/ad set/day
 - 10 day campaign = $\$22.50/\text{ad set/day}$
 - Push this back up to $\$25 \times 3 \times 10 = \750
revised budget for this campaign

REALITY CHECK

- Remember, the math is this: spend \$750 to acquire 27 new leads, 20 new customers, or LTV of \$10,000.
 - TEN THOUSAND DOLLARS. HELLO.
- **Would you spend \$75 per day with this end game in mind?**
- Now, what if you spent \$100 per day, or \$200?

OTHER HELPFUL GUIDELINES

- **Engagement & audience growth campaigns** = MINIMUM \$5 per ad set per day
- **Sending traffic to website/info page** = MINIMUM \$5 per ad set per day
- **Lead generation** = MINIMUM one conversion per ad set per day; two would be better
 - If your leads are \$25 each, then the daily budget should be \$25–50 per ad set per day

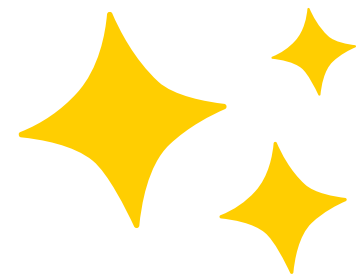
GROWTH MINDSET MEANS...

- **You are laser-focused on your GOALS**
- Minimums don't mean that's all you should allocate; make sure your math works and the daily budget actually achieves your stated goals
- Underspending on Lead campaigns (in particular) is a recipe for disaster...aka, wasted money, wasted time, and underperforming campaigns
- Don't have the \$ for the campaign? Wait until you do.

A SIMPLE 6-WEEK PROMO CAMPAIGN

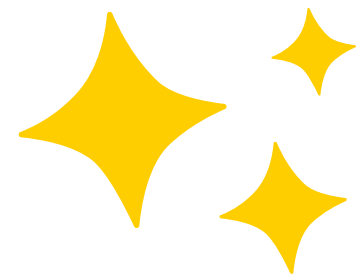
*Here's an easy-to-customize game plan
that you can use!*





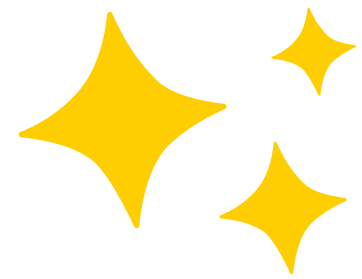
PHASE 1: RUNWAY

- First, spend 4ish weeks in pre-promotion or "runway" mode
- Don't want to start racing with a cold engine or a confused algorithm
- **Engagement is the fuel!**
- Learns who your audience is and helps serve your NEXT campaigns to the right people



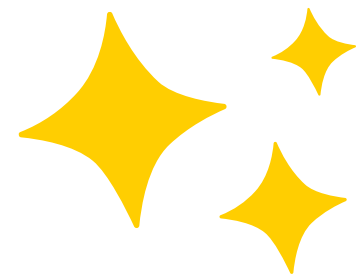
PURPOSE OF RUNWAY

- Amplify!
- Grow custom audiences
- Drive engagement
- Build awareness, hype, anticipation
- Share content aligned with helping your customer across the bridge
- **What do they need to know, understand or believe to take the NEXT step?**



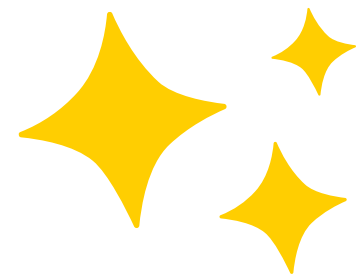
RUNWAY CAMPAIGNS

- Use engagement & awareness driving campaigns for pre-promo/runway
 - Video views
 - Post engagement
- Focus on video, long-form social posts, images of ACTION, even memes!
- KEY: Keep them ON the platform



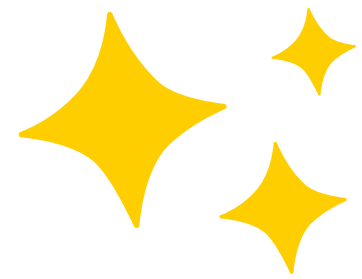
PHASE 2: PROMOTION

- Spend 1-2 weeks promoting your offer:
 - Lead generation
- Focus targeting on:
 - Your newly grown & warmed up Custom Audiences
 - Lookalike Audiences
 - Other Saved/Cold Audiences



PURPOSE OF PROMO

- Activate!
- Open the front door to your "ask"
- Attain a small first step or micro-conversion
- Initiate a conversation, encourage questions, provide information & support
- Make the sale a no-brainer



CONTENT RECOMMENDATIONS

- Develop enticing content that welcomes the micro-conversion FIRST...before the sale is even introduced
- Keep it focused on ONE GOAL per campaign, don't confuse or overwhelm
- Get your potential customers from where they are...across the bridge

“

What does your audience need to know, understand or believe (about you, your studio/ instructors, themselves, their child) in order to take JUST the next step?



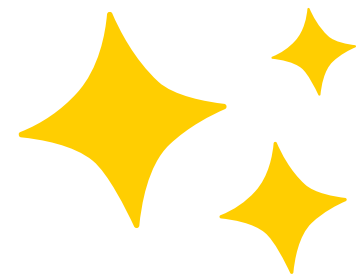
INTEGRATED CONTENT + PROMO PLANNING

Create a comprehensive approach to planning, creating and posting your content...including your paid ads!



GET INTEGRATED!

- As you create your organic/free social content plan, add your paid advertising to the mix
- Organic + paid content works best TOGETHER and provides all the right "signals" to the algorithm
- **Consistency is key** – post on a regular rhythm, go live on the same day/time each week, run ads as often as possible...daily is best!
- Allocate budget proactively...and consistently

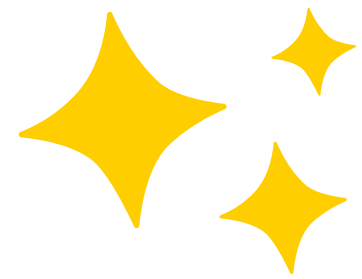


THE BREAKDOWN

- Annually, place the "**big rocks**"
- Quarterly, assign **THEMES**
- Monthly
 - Break THEMES into **4-5 weekly TOPICS**
 - Break TOPICS into **day-to-day content needs:**
organic & paid, which platforms, which days
 - Then, **batch create content** to provide a massive gift to Future You!

BIG ROCKS

- **Known enrollment periods**
- **Known performances**
- **Other critical promotions**
- **Holidays**
- **Seasons**
- **Themes, topics & ideas**



EXAMPLE: MAY 2022

- **Theme:** Summer Fun
- **Content Topics:**
 - Staying fit + engaged during summer
 - How dance helps kids grow socially
 - What is dance camp?
 - Day in the life of dance camps past
- **Sets us up for:** Dance camp enrollment 6/1

REVISIT YOUR BUDGET

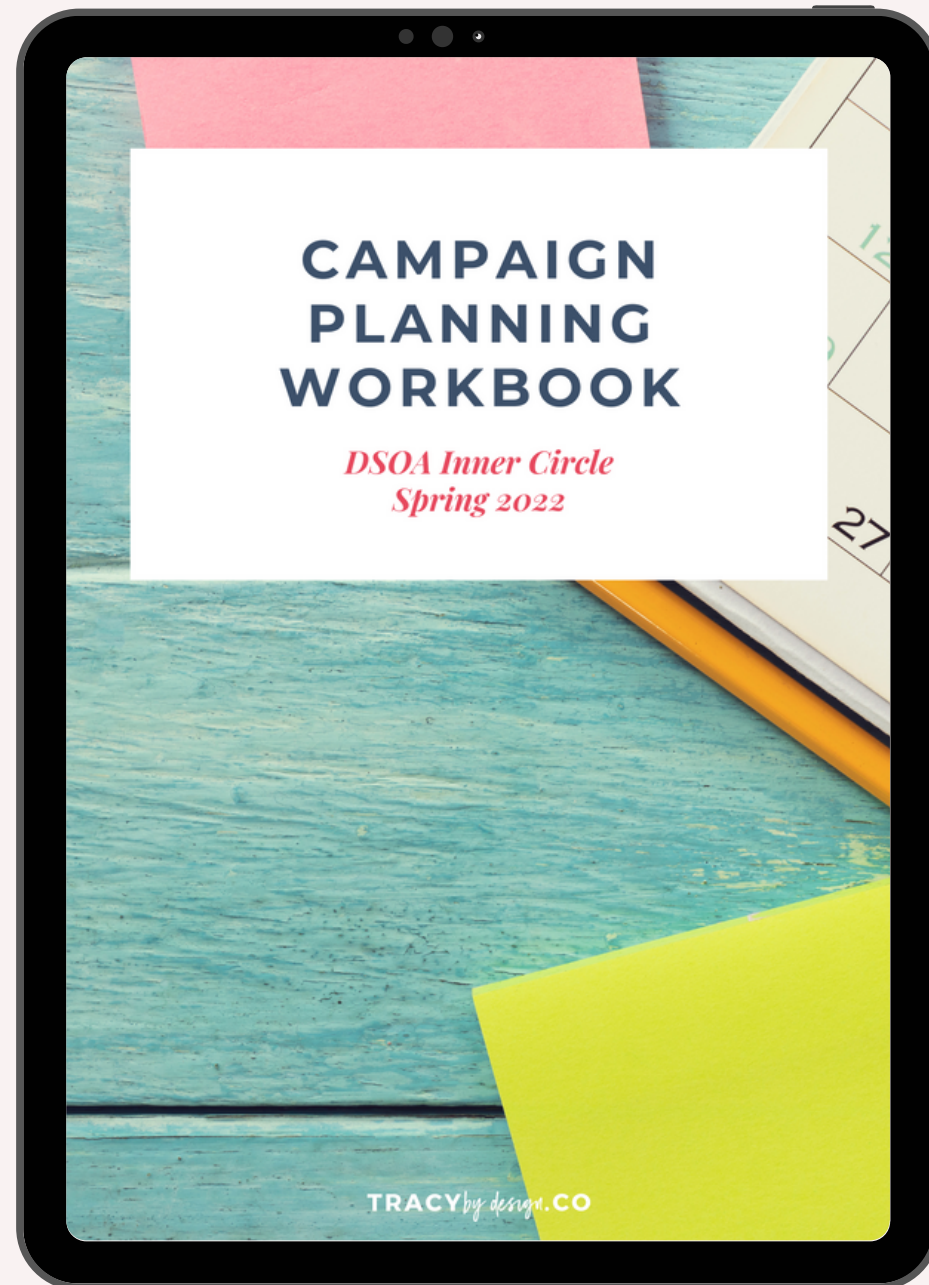
- Once you see how each month is shaping up, you can allocate your budget accordingly
- Big enrollment periods are going to take the most budget
- Don't leave yourself ZILCHO for the "off months" though
- Reassess the budget each month

DAY 3: BUDGETING + PLANNING HOMEWORK

Sketch out your game plan



DAY 3: TO DOS



- *Download Campaign Planning Workbook*
- *Sketch out your game plan -- focus on the next 90 days to get you moving ahead...baby steps!*



Day 3: Complete!

Boom! Well done.

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