



CLIENT-GETTING FB AD TEMPLATES

**THE EXACT ADS THAT WE USE TO
PULL IN CLIENTS FROM FACEBOOK™**

About Drip Apps

DripApps.com is an online community of like-minded marketers, SEO(s), and of course: traffic seekers!

You can visit our site to learn more about generating organic traffic online. Each week, we update our blog with new tricks, case studies, guides, cheat sheets (just like this) and more...

Welcome!



Published By:

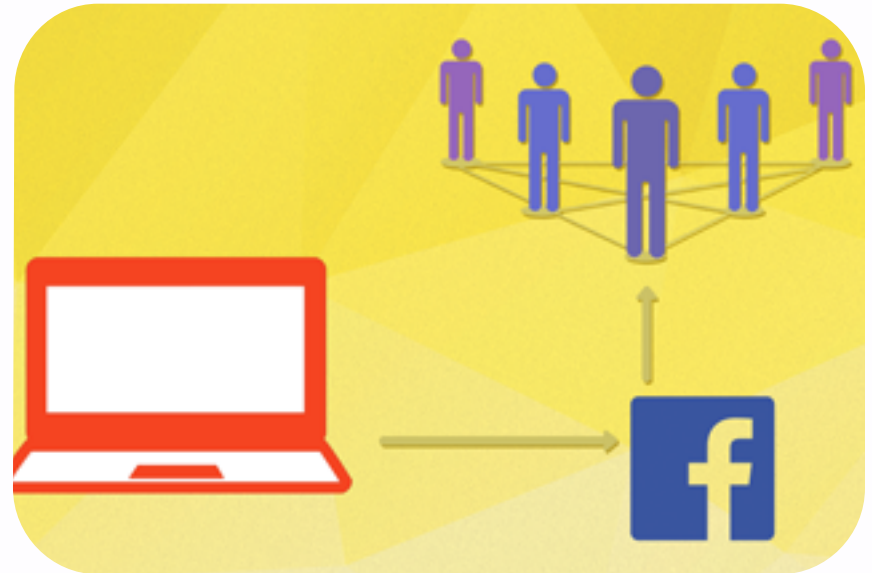
Drip Apps, LLC
101 S 12th St
Unit 310
Tampa, FL 33602

©Copyright 2015
Drip Apps, LLC. All Rights Reserved. May
not be shared.



CLIENT-GETTING WITH FB ADS ACTION MAP

- **Crafting the perfect hook offer**
- **Creating the landing page for high conversions**
- **4 simple types of lead bait that you can use**



...And more!

UNLOCK NOW & ACCESS THIS ACTION MAP

INTRODUCTION

WHY FB ADS?

We love using Facebook™ ads to pull in clients for a few reasons:

- 1) Set them up once, then let them run on autopilot**
 - 2) Easy to scale. If the numbers work... well, put more money in to get more out.**
 - 3) If it works in one niche, you can easily duplicate your campaign into another niche**
-

HAVING A HOOK OFFER

We've found that client-getting with FB ads is most successful when you have some kind of HOOK, low-priced offer. Something that turns prospects into customers.

For example: Selling a 1st page ranking for one keyword for \$20

An offer like this becomes irresistible for the prospect, and they'll be much more likely to purchase a more expensive service from you afterwards.

This hook offer is your chance to blow your customers away and build some initial trust at the same time.

When crafting the hook offer, make sure that it's a high value and low price.

AD #1 - \$20 LEADS

Attention: Chiropractors - Start bringing in qualified leads for just \$20.



\$20 Chiropractor Leads

WHY IT WORKS

The power of FB ads really comes from within the targeting; it's fairly simple to target people who run their own chiropractic clinic.

Using this ad, we saw an extremely high CTR simply because the ad is so targeted.

This ad sets us up perfectly to sell a \$20 tripwire (hook) offer to our prospects. We could offer to rank the prospect's Yelp™ page for \$20, for example.

Then, upon delivery, you could upsell them into your main SEO consulting (monthly) package.

This allows the customer to get on page 1 with their Yelp page (for one keyword) for just \$20.

AD #1 DETAILS

Targeting: People who like Chiropractic education, charities, and groups.

Photoshop Template Download:

<https://s3.amazonaws.com/adtemplates4/AdTemplate.psd>

Offer: \$20 Tripwire (hook) offer

AD #2 - ARE YOU A ____?

Personal trainers, watch this video to start pulling in more clients today...



Personal Trainer? (Video)

WHY IT WORKS

Similar to the last ad, this works because it's calling out the target audience right in the ad. It would be hard to scroll past this without clicking if you're a personal trainer.

This ad works so well because it gets the prospect ready to watch a video before they even click on the ad.

Just make sure you have a sales video on the landing page! Typically, sales videos with free information in the beginning will work the best.

This ad can be easily replicated in almost any service niche.

AD #2 DETAILS

Targeting: Personal trainer groups

Photoshop Template Download:

**[https://s3.amazonaws.com/adtemplates4/
AdTemplate+2.psd](https://s3.amazonaws.com/adtemplates4/AdTemplate+2.psd)**

Offer: \$20 Tripwire (hook) offer, or a free consultation

AD #3 - FEAR OF LOSS

You're losing potential dental clients without this...



YOU'RE LOSING DENTAL CLIENTS

Need More Dental Leads?

WHY IT WORKS

Everybody has a fear of loss, even if it's potential loss. Similar to the other two ads, we're calling out the target audience, but we're also adding an element of fear.

Usually, the best image is a person with a sad expression or a person looking directly at you (our example).

AD #3 DETAILS

**Targeting: Dental education, groups,
Behavior- Job role -> Medical**

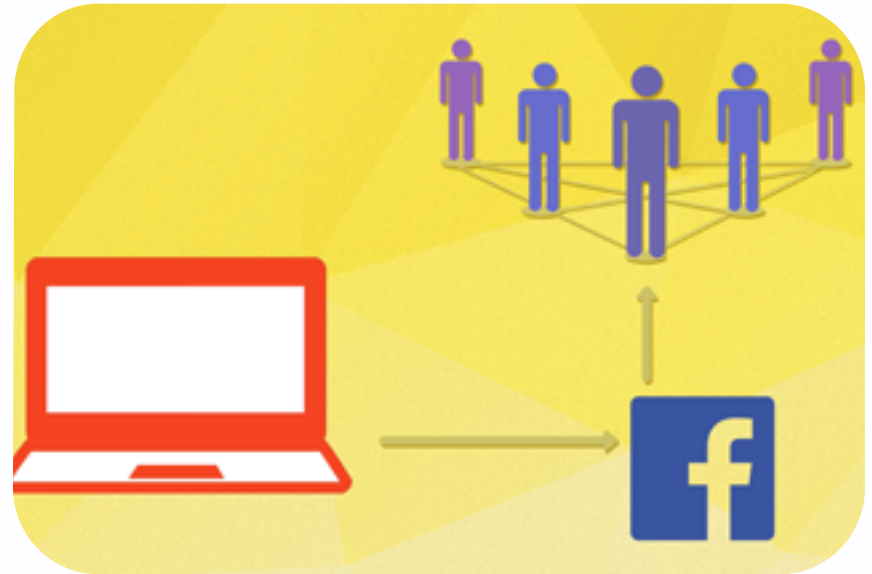
Photoshop Template Download:

**[https://s3.amazonaws.com/adtemplates4/
AdTemplate+3.psd](https://s3.amazonaws.com/adtemplates4/AdTemplate+3.psd)**

**Offer: Free consultation works best— get
them to opt in with their phone number.**

CLIENT-GETTING WITH FB ADS ACTION MAP

- **Crafting the perfect hook offer**
- **Creating the landing page for high conversions**
- **4 simple types of lead bait that you can use**



...And more!

UNLOCK NOW & ACCESS THIS ACTION MAP