

Facebook Audience Research

Flamingo Package

3 Hyper-Targeted Audiences (25 interests)

Package Cost

\$185.00 USD

Order Details:

*3 Hyper-Targeted Audiences
25 Profitable Audience Interests
Optimization Action Plan
Custom Ad Funnel Strategy
1 Facebook Ad Copy (gig extra)
*Free Bonus**

Client:



<https://www.cyder.com.au/business-automation>

Please use the tabs at the bottom of this report to find all the information required to target Facebook Audiences that maximize the possibilities for conversions.

Satisfaction Guarantee:

If you have any feedback, questions, or concerns, please let me know.

I will work until you are **100% satisfied**.

If you want me to make any changes, just send me a message :-)

Sam

Cyder Solutions Target Interests

(Making sure to target the right people/interests)

<u>Location</u>	<u>Language</u>	<u>Gender</u>	<u>Age group</u>	<u>Interests</u>	<u>Estimated Total Reach</u>
Australia, New Zealand	English (all)	Men & Women	25-65+	Automation	1 - 1.5 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Small and medium enterprises	3.5 - 4 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Business process automation	85 - 90K
Australia, New Zealand	English (all)	Men & Women	25-65+	Owner-operator	300 - 350K
Australia, New Zealand	English (all)	Men & Women	25-65+	Time management	550 - 600K
Australia, New Zealand	English (all)	Men & Women	25-65+	Small business owners (behavior)	400 - 450K
Australia, New Zealand	English (all)	Men & Women	25-65+	making money	20 - 25K
Australia, New Zealand	English (all)	Men & Women	25-65+	Business Page admins (behavior)	350 - 400K
Australia, New Zealand	English (all)	Men & Women	25-65+	Manufacturing (industry)	6 - 6.5 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Business	10 - 11 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Productivity	250 - 300K
Australia, New Zealand	English (all)	Men & Women	25-65+	Small business	7 - 7.5 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Productivity software	250 - 300K
Australia, New Zealand	English (all)	Men & Women	25-65+	Working parent	1.5 - 2 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Early technology adopters (behavior)	1 - 1.5 million
Australia, New Zealand	English (all)	Men & Women	25-65+	I Love My Family	300 - 350K
Australia, New Zealand	English (all)	Men & Women	25-65+	Lifehacker	300 - 350K
Australia, New Zealand	English (all)	Men & Women	25-65+	Quality of life (psychology)	5.5 - 6 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Business process	800 - 850K
Australia, New Zealand	English (all)	Men & Women	25-65+	Engineering	5.5 - 6 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Smart Technologies	2.5 - 3 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Business decision makers (demographic)	1 - 5K
Australia, New Zealand	English (all)	Men & Women	25-65+	Xero	800 - 850K
Australia, New Zealand	English (all)	Men & Women	25-65+	Digital transformation	150 - 200K
Australia, New Zealand	English (all)	Men & Women	25-65+	Business process outsourcing	60 - 65K
Australia, New Zealand	English (all)	Men & Women	25-65+	Parenting	8.5 - 9 million
Australia, New Zealand	English (all)	Men & Women	25-65+	Stress Free Living	1 - 5K
Australia, New Zealand	English (all)	Men & Women	25-65+	Small business-to-business enterprise employees (10-200 employees)	1 - 1.5 million

*Free Bonus

*Free Bonus

*Free Bonus

*All these hyper-targeted interests can be used (individually or combined) at an ad set level when setting up your detailed targeting. These interests & statistics are based on your target demographic. The potential reach is dynamic. This means that the reach will change if you expand or narrow any of the demographics (e.g. changing the age range, or the location).

Cyder Solutions Detailed Targeting (Audiences)

(Build these audiences at an ad set level, feel free to adjust or test as you wish)

The potential reach is based creating a "Manual campaign" with the *traffic* or *sales* objective. I recommend using the "Advantage+ audience" feature. You can select this by clicking the "Audience suggestion (optional)" button and then copy & paste the audience(s) identified below. This approach means the algorithm will prioritize matching the audiences I've identified for you before searching more widely to optimize your reach and ad spend.

<u>Audience 1 (SME owners looking to automate business processes and regain their time)</u>	
Location: Australia, New Zealand	Age: 25-65+
Gender: Men & Women	Language: English (all)
<p align="center">Detailed Targeting</p> <p>Include people who match: <i>Interests > Additional interests</i></p> <p align="center"><u>Narrow audience</u></p> <p>And must also match: <i>Interests > Additional interests</i></p> <p align="center"><u>Narrow audience</u></p> <p>Must also include: <i>Interests > Additional interests</i></p>	
<p align="center">Potential reach: 421,400 people</p>	

<p align="center"><u>Optional: Narrow audience</u></p> <p>Must also include: <i>Interests > Business & Industry</i> <i>Interests > Additional interests</i></p>	
<p align="center">Potential reach: 387,000 people</p>	

^ Optimized to get you in front of SME owners looking to automate their business to improve their quality of life and achieve financial independence. It may be a more expensive ad spend, but you can test by narrowing down the audiences by businesses in specific industries, such as "Manufacturing" or "Engineering."

<u>Audience 2 (Business owners looking to embrace technology and automate processes)</u>	
Location: Australia, New Zealand	Age: 25-65+
Gender: Men & Women	Language: English (all)
<p align="center">Detailed Targeting</p> <p>Include people who match: <i>Interests > Business & industry</i></p> <p align="center"><u>Narrow audience</u></p> <p>And must also match: <i>Behaviours > Digital activities</i> <i>Interests > Additional interests</i></p> <p align="center"><u>Narrow audience</u></p> <p>Must also include: <i>Interests > Business & industry</i> <i>Demographics > Work</i></p>	
<p align="center">Potential reach: 1,000,000 people</p>	

^ Refined to reach business owners looking to have their business run without them by embracing automation technology. Feel free to interchange the interests as you see fit. For example, you could try exchanging "Productivity" with "Stress Free Living." This audience would be perfect to appeal to business owners who want to be involved in their business as much or as little as they want, removing inconsistencies.

<u>Audience 3 (Busy business owners looking to regain control of their time to focus on what matters most)</u>	
Location: Australia, New Zealand	Age: 25-65+
Gender: Men & Women	Language: English (all)
<p align="center">Detailed Targeting</p> <p>Include people who match: <i>Interests > Additional interests</i></p> <p align="center"><u>Narrow audience</u></p> <p>And must also match: <i>Behaviours > Digital activities</i> <i>Interests > Additional interests</i></p> <p align="center"><u>Narrow audience</u></p> <p>Must also include: <i>Interests > Family & relationships</i> <i>Interests > Additional interests</i></p>	
<p align="center">Potential reach: 369,700 people</p>	

^ This audience is catered toward business owners who are looking to automate processes so they can spend more time with their family and focus on the bigger picture. If targeting interests like "Parenting" is not an interest you'd like to target, feel free to change it out for interests like "Working parent." This audience understands the importance of investing in a high-quality automation solution that creates consistency across the entire business.

<p align="center">Lookalike Audience Options:</p> <p>Use these audiences for Top of Funnel cold targeting. Leave the detailed targeting (age, gender, location, etc.) wide open.</p> <p align="center">Potential reach: size may vary depending on what % lookalike audience you choose</p>	<p>#1 - Lookalike - 1% - All Website Traffic (90 days)</p> <p>#2 - Lookalike - 1% - Customer list</p> <p>#3 - Lookalike - 1% - Facebook Engagement (90 days)</p> <p>#4 - Lookalike - 1% - Instagram Engagement (90 days)</p> <p>**I would test these lookalike audiences against each other to see which perform better. After a week, analyze the data and consider combining the winning audiences. My clients have had the best conversion rates with Lookalike audiences #1 & #2.</p>
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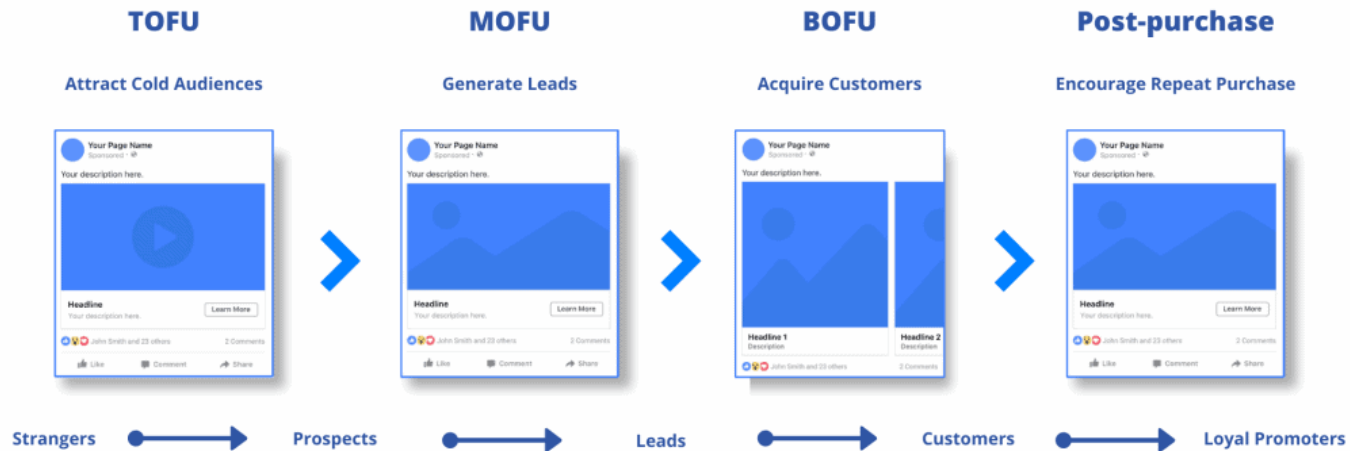
<p>These audiences are not guaranteed to convert. There are many factors (ad creative, copy, budget, campaign objective, etc.) that contribute to an ad's success. With that being said, this is a good "starting point" to test and market to your target demographic. I recommend split testing many different interests (from the table on the previous tab) in one campaign and then analyzing the results. Over time, you'll know which interests are worth using.</p> <p>If you'd like to split test different interests, make sure to do so one variable at a time. You can create a new ad set (target audience) and use single interests from the target interests tab. You can also do this by testing different variables like age range, location, narrowed interest, or gender.</p>
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Optimization Action Plan

With this report, you've optimized your target interests and audiences to increase click-through rates, ad relevancy, and ROAS...but that's just the start. Here are 10-tips to keep in mind when optimizing your Facebook & Instagram ads.

Set up a Facebook Pixel to properly track your ads			Choose the right marketing objectives		
First and foremost, you need to add Facebook's tracking pixel to your website. A Facebook pixel is a small snippet of code. It tracks how people interact with your site and gives valuable data to let Facebook know who's your target audience. The pixel allows you to run highly targeted campaigns, so it's important to install it before running Facebook ads. If you already have the pixel installed, you must run a few tests to make sure it's working properly. For more information on how to create & install the pixel click here	More Info	<input type="checkbox"/>	To create a successful Facebook ad, you need to know what your objectives are. It's easy to say "conversions," but there are many types that need to be considered, such as acquiring leads, sign-ups, web traffic, video views, or store traffic. The campaign objective tells Facebook the ultimate goal of your advertising campaign, and helps its algorithms optimize your ad delivery for the best results. So basically, you're telling Facebook how to auto-optimize your ad campaign. You must select the right Facebook advertising goal during the campaign setup process as it will determine your ads' delivery and cost-per-result. Check out this article for an in-depth look at all 11 objectives and when to use them	More Info	<input type="checkbox"/>
Optimize for placements and delivery			Fight ad fatigue with ad rotation		
When advertising on Facebook, your ad placement has a huge impact on advertising costs. To uncover your top-performing ad placements, log in to Facebook Ads Manager and use the Breakdown menu to break down your campaigns by Placement. After you've discovered your top-performing ad placements, go ahead and optimize your campaigns accordingly: 1) Increase your bids on the top-performing ad placements, 2) If an ad placement performs below expectations, simply remove it from your ad set. To read more about ad placements and how to optimize for best results click here	More Info	<input type="checkbox"/>	The more people see your ads, the more bored they'll get. This means that after your target audience has seen your Facebook ad four times or more, the CPC will increase significantly. To help combat ad fatigue, 1) create several ad variations with different Facebook ad designs, 2) set up an ad campaign with multiple ad sets and different ads, and schedule every ad set to be active on a different weekday. This way, people will see a different ad every day, and your ads won't seem repetitive. Here is a great article that explains more about ad Facebook ad fatigue and how to beat it	More Info	<input type="checkbox"/>
Always A/B test your ideas			Exclude "converted" from your target audience		
A split test (or A/B test) is a marketing strategy that tests two elements of a marketing campaign against each other to find out which delivers the best results. A good split test can increase ROI by 10x. The goal is to test ONE variable difference at a time in Facebook campaigns to identify the best combination of variables! This can mean testing a different image, ad copy, call to action button, audience/targeting, placement, etc. I like to split test different interests or audiences to see which one performs best, as well as testing different ad creatives on the same audience. This article gives you a complete breakdown of split testing in 2021	More Info	<input type="checkbox"/>	To make sure you don't keep delivering the same ads to a person who has already converted on the offer, these leads or customers should be excluded from the audience and moved to the next stage of your marketing funnel. For example, if you're promoting a free eBook and someone downloads it, you shouldn't spend an additional ad budget on displaying your ad to this person again. You can create custom audiences of purchases and/or specific leads and exclude them as you see fit. Here is a good article about audience exclusions	More Info	<input type="checkbox"/>
Optimize Facebook ads' engagement (likes, comments, shares)			Research your competition		
The likes and shares under your Facebook posts (and ads) are great social proof. If others like the ad, it means the product must be pretty good. When setting up a Facebook ad campaign, you've got two options, create new ads for every ad set and campaign or use existing posts. Often, the "use existing post" goes unseen. It gives you the opportunity to gather all the campaigns' post engagements under a single ad. To do this, you'll want to first publish the promotional post on your company's Facebook Page. Next, you can select this post every time you're setting up new ad campaigns or new A/B test variations. Here is a step by step guide from Facebook on how to create ads from an existing post	More Info	<input type="checkbox"/>	The Facebook ad library provides advertising transparency by offering a comprehensive, searchable collection of ads currently running across Facebook's apps and services, including Instagram. You can look up your competition to see if they are running ads on Facebook/Instagram and gain insights into their marketing campaigns. You can see their ad copy, creatives, and other insights. Take a look at their longest-active ads to get a good idea of which campaigns/ads are optimized for success. If you're stuck with where to start, using this tool will give you tons of ideas and inspiration (from copy to creatives) for how to start creating beautiful ads that convert. To access the Facebook ad library click here	More Info	<input type="checkbox"/>
Analyze your website and landing page			Optimize your ad schedule		
Landing pages will play a huge part when it comes to conversion rates. After all, this is usually the place where you send your target audience to engage with your business/service. I'd recommend using a tool like Google Analytics to learn more about how your visitors navigate your website. Take a look at your home, product, or sale pages to see what the exit or bounce rate is. If those percentages are above 60%, then it means the majority of people are landing on your desired page and leaving straight away. Also, investing some time/money in a professional website audit is very beneficial. This article will give some tips/tools for optimizing your landing page	More Info	<input type="checkbox"/>	Are your Facebook campaigns running 24/7, reaching the target audience regardless of the time or weekday? An important part of Facebook ad optimization is analyzing your Facebook ad accounts. To see which weekdays contribute to the most conversions at the lowest CPA, go to your Facebook Ads Manager reports and use the Breakdown menu to break down your campaigns by Day. You can use the performance data from multiple Facebook campaigns to discover the best time for advertising. Next, you can set your campaigns on a custom schedule, so that you only reach your prospects at the time with the highest potential. Here is a guide that explains more	More Info	<input type="checkbox"/>

Facebook Ads Funnel



WHAT is a Facebook Ads Funnel?

A Facebook Ads funnel is a sequence of ad campaigns designed to take users along the buyer's journey, from complete strangers to high-paying customers. They consist of multiple campaigns & ads that include different value propositions delivered to your audience at the right moment.

WHY are Funnels so important?

The chances of someone buying your product or service the first time they see your ad or engaging with your brand are quite slim. To get people converting to your core offer, you need multiple touchpoints. And you need a funnel to move prospects from one stage to the next.

Facebook Ads funnel consist of three stages: _____

Awareness – Top of the Funnel (TOFU), *Consideration* – Middle of the Funnel (MOFU), *Conversion/Decision* – Bottom of the Funnel (BOFU). This is followed by the Post-Purchase stage where your goal is to turn existing buyers into loyal customers and even brand advocates.

Ad Funnel Stages

(From attracting and warming up cold audiences all the way to converting them into high-paying customers)

Top of Funnel (TOFU)	Key Insights
<p>At the Top of the Funnel (TOFU) or the Awareness stage, your goal is to attract new audiences. These new audiences are strangers to your business. That's why we call them a "cold audience" because they don't know you, trust you, and aren't interested yet. If you want to warm up these cold audiences, you need to educate them about the "life-changing" benefits of your products/service. Instead of starting your funnel with a Conversion objective, raise awareness and make people realize they need your product/service. Do this by highlighting their interests, needs, and problems, and how you can solve them.</p>	<p>Audience targeting: Hyper-targeted audience (like the ones I created for you) and/or Lookalike audiences</p>
	<p>Campaign objectives: Brand awareness, reach, traffic, video views, & messages.</p>
	<p>Optimal ad type: Video ads, collection ads, image ads, carousel ads, instant experience ads.</p>
	<p>Optimal ad copy: Use Facebook ads to get noticed, introduce your brand and warm up complete strangers. Get them interested. Provide value and make it easy for them to take action - one that doesn't require commitment. Get users to - read a blog post or guide, watch a video, visit your website, take a quiz, or check out a product page.</p>
	<p>Call to action (CTA's): Learn More, Watch More, See Menu, Listen Now, Send Message, and sometimes Shop Now.</p>
Middle of Funnel (MOFU)	Key Insights
<p>In the Middle of the Funnel (MOFU), your goal is to turn prospects into leads by collecting their contact information for further nurturing. Use warmed-up audiences from the previous stage and get them interested enough to try out your product/service. You want prospects to consider buying your products, hence the name Consideration stage. The Consideration stage is a great time to be more direct and ask for users' email in exchange for something of value, e.g. downloadable pdf, special offer, free sample, trial, webinar, etc.</p>	<p>Audience targeting: Hyper-targeted audience (like the ones I created for you) and/or Lookalike audiences - web traffic, social media page engagers, video views.</p>
	<p>Campaign objectives: Traffic, engagement, lead generation, messages, conversions.</p>
	<p>Optimal ad type: Image ads & carousel ads.</p>
	<p>Optimal ad copy: Prospects are warmed up and interested, you just have to give them a nudge to turn that interest into desire. It's also time to aim for high-value actions like sign-ups. This is a good stage for lead magnets (collecting lead information) - free trials, webinars, free samples, e-books, reports, giveaways, etc.</p>
	<p>Call to action (CTA's): Sign Up, Get Offer, Download, Get Quote, Subscribe, Learn More, Book Now, Shop Now.</p>
Bottom of Funnel (BOFU)	Key Insights
<p>At the Bottom of the Funnel (BOFU), the goal is to turn leads into paying customers. In the earlier stages, you've introduced your brand, created interest, and built trust with freebies and lead magnets. Now the audience is as hot as it'll ever be. Be sure to clearly communicate your value proposition to get leads excited and wanting your products. Create a sense of urgency. The main idea for the Conversion stage is to get prospects and leads to convert on your core offer, which means to get them to buy your product or sign up for your service.</p>	<p>Audience targeting: Custom audiences - all web visitors, visitors to specific pages, product page viewers, ad to cart users, initiate checkout users, lead generation users.</p>
	<p>Campaign objectives: Conversions, catalog sales, store traffic.</p>
	<p>Optimal ad type: Image ads, DPA (dynamic product ads), carousel ads.</p>
	<p>Optimal ad copy: Hot audiences are close to making the final purchase. You just need to give them a small nudge. Your ad messaging should be specific, direct and to the point. Boost users' confidence and reinforce their buying decision. Make your offer irresistible! Ad copy should include - special deals/discounts, discounts saved, free gifts.</p>
	<p>Call to action (CTA's): Shop Now, Get Offer, Sign Up, Subscribe, Book Now.</p>

Cyder Solutions Funnel Strategy

(A few campaign ideas and strategy for creating your own ads funnel)

Top of Funnel (TOFU) (Cold - Content generates leads) <i>"We exist" - sell the brand</i>	Middle of Funnel (MOFU) (Warm - Content generates prospects) <i>"We understand your pain" - sell empathy, build trust</i>	Bottom of Funnel (BOFU) (Hot - Content generates qualified sales + leads) <i>"We have the solution to your pain" - sell the product</i>
<u>Campaign Ideas</u>	<u>Campaign Ideas</u>	<u>Campaign Ideas</u>
Traffic: Send people to a free piece of valuable content on your site. A Blog post usually does well here. SEO is going to be key in getting organic traffic as you scale your business. Bring people to your page, educate and provide free value (blog post), and re-market to them further down the funnel. Use LEARN MORE call to action button.	Traffic: Remarket to your custom audiences (web traffic, blog view, social media engagement, etc.) with an ad optimized for link clicks. The goal here is to use your lead magnet (free guide/ store discount) to capture the contact information of interested people and move them to the next stage of the funnel. Use SIGN UP as the call to action button.	Traffic: Remarket to your custom audiences (web traffic, blog view, social media engagement, email list, etc.) with an ad optimized for link clicks. The goal here is to get them to finally purchase from your store. Send people to another landing page, created specifically for people this far down the funnel. Use SHOP NOW call to action button.
Brand awareness: Use one of your most engaged Facebook posts to introduce your brand to new audiences and strengthen your connection with existing followers. The goal here is to make an impression and build up social proof/engagement for your content. The more people see your content, the more they remember your brand.	Traffic: Remarket to your custom audiences (web traffic, blog view, social media engagement, etc.) with an ad optimized for link clicks. The goal here is to offer a free downloadable in exchange for their contact information. Use DOWNLOAD call to action button. This can also be done with a Lead Generation campaign objective. This will achieve the same results, but the lead capture is done via Facebook so people don't have to leave the platform.	Conversion: Remarket to your custom audiences (web traffic, blog view, social media engagement, email list, etc.) with an ad optimized for link clicks. The goal here is to get them to finally purchase from your store. Provide testimonials and highlight USP's. Send people to another landing page, created specifically for people this far down the funnel. Use SHOP NOW call to action button.
Video views: Create a 30-45 second video that highlights "why" people should use your service. This is an intro to your business/service and will allow you to build a custom audience from video views that you can re-target further down the funnel. Use LEARN MORE call to action. Send people to a landing page on your site that's optimized to move them to the next stage in your funnel.	Messages: The goal here is to take people from your ad and encourage them to start a conversation with you, either via Facebook Messenger or WhatsApp. This is a great way to get people asking questions they may have about your products. Use SEND MESSAGE call to action.	Traffic: Create a short video explaining to these people why they should purchase from you today. Highlight what problem you're solving and how customers have benefited (testimonials). Use custom audiences to target the people most likely to convert. SHOP NOW is a great call to action for this stage.






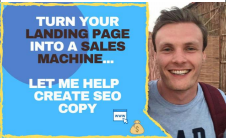
Recommended Ad Funnel Strategy

(This is just ONE example of an ad funnel you could set up and run! Get creative)

<u>Top of Funnel (TOFU)</u>	<u>Middle of Funnel (MOFU)</u>	<u>Bottom of Funnel (BOFU)</u>
Campaign objective: Traffic - send people to a free piece of value-added content (blog post) on your site. Create awareness and bring people into the Cyder Solutions ecosystem. Ask for nothing, this stage is all about giving.	Campaign objective: Traffic - send people to your homepage where they can find more information about your services and have the option to speak to your team. Highlight what problem you are solving and explain why your automation services are the best on the market.	Campaign objective: Traffic or Conversion - send people to your service purchase page or call booking page. Highlight client testimonials and create a sense of urgency. You are here to help them! Ask for the action (book/ sign up now).
Optimal ad type: Image ad	Optimal ad type: Video ad - using a video will allow you to build custom audiences of video view duration, which you can re-market to further down the funnel.	Optimal ad type: Image or Video - you could even split test your creatives and use both.
Audience targeting: Hyper-targeted audience (like the ones I created for you) and/or lookalike audiences. My clients typically test a few targeted audiences and a lookalike audience under the same campaign.	Audience targeting: Hyper-targeted audience (like the ones I created for you) and/or lookalike audiences - all web traffic, social media engagement, blog page visitors.	Audience targeting: Custom audiences - video views, all web traffic, social media engagement, specific page visitors.
Call to action (CTA): Learn More	Call to action (CTA): Learn More	Call to action (CTA): Sign Up/ Book Now
Blog topics: There are numerous topics you could focus on e.g. 7 Silent Profit Killers in Your Business (and How to Automate Them Away), The "Set It and Forget It" Guide to Business Automation: 3 Key Processes to Start With, The 5-Hour Workweek for Small Business Owners: Myth or Reality?, etc.	Home page: I'm not a web user experience expert, but your home page looks good. Using Google Analytics to analyze each page is a great way to see how people are navigating your site. If more than 60% are bouncing/exiting the page, then it's clear something needs to change.	Landing page: I'd recommend making sure the landing page you send them to is optimized for conversions. It should clearly state your value proposition and make purchasing/signing up simple and the logical next step. I'd also suggest analyzing the page with Google Analytics.

***BONUS: Useful Tools**

(My top tools for taking your ads to the next level)

<u>Tool</u>		<u>Description</u>
	Canva (Design Tool)	Click the link for a Free 30 day trial to Canva Pro! Canva is your secret to creating amazing content quickly – no design skills needed. One subscription unlocks endless possibilities, with features like Brand Kit, Premium Templates, Magic Resize, 100+ million stock photos, videos, audio, and more. I use Canva for everything from ads and birthday cards to resumes and more.
ActiveCampaign >	ActiveCampaign (Marketing Automation & CRM Tool)	Click the link to try ActiveCampaign for Free. No credit card required! This all-in-one platform doesn't just offer email marketing – it combines CRM, automation, and machine learning to unlock insights about your customers. ActiveCampaign is designed to be user-friendly and is a great tool that hundreds of my clients use on a daily basis.
	Klaviyo (Email & SMS Marketing Platform)	Click the link to Create a Klaviyo account for Free! Klaviyo is my preferred e-commerce email marketing (and SMS) platform. It stands out for its powerful and personalized automation capabilities, which take the guesswork out of sending the right message at the right time.
	Writers Pop (Content Marketing Agency)	Click the link to Book a Free Content Strategy Call Writers Pop helps brands craft attention-grabbing authority content to 10x their impact. From ridiculously creative Facebook and Instagram ads to mind-blowing email sequences, landing pages, websites, product descriptions, and more - their subject matter experts can do it all.
<u>Check out my other Gigs (I provide return buyer discounts)</u>		
	Ad Copy	From the headline of the ad to the CTA, every word is designed to exploit your audience's deepest desires and turn them into profitable long-term customers. I will give you powerful, ad copy that allows you to stand out from competitors and seek out a positive ROI on your campaigns. Feel free to send me a message on Fiverr to discuss more.
	Email Copy	Tired of your emails ending up in the deleted items? Maybe you're finding it difficult to write email copy that sells itself. Whatever the situation, I will help craft sales-inducing email copy that allows you to stand out and maximize conversions. Feel free to send me a message on Fiverr to discuss more.
	Landing Page Copy	I will help you create SEO-optimized landing page copy that drives conversions and persuades people to take action and buy! From the headline to the CTA, every word is designed to exploit your audience's deepest desires and turn them into profitable long-term customers. Feel free to send me a message on Fiverr to discuss more.