

FUNNEL STRATEGY

TOP OF FUNNEL:

1. Interest & demographic based audience
2. Customer list-based audience
3. Lookalike audience

MODDLE OF THE FUNNEL:

1. Customer aid based on video engagement.
2. Customer based on Facebook & Instagram

BOTTOM OF THE FUNNEL:

1. Customer and pixel event
2. Advertise and based on top visitors
3. Advertise and based on pixel events on URL & frequency.

CUSTOMER TYPES

TOP OF THE FUNNEL- cold audience

MOF- ad, page, Instagram engagement

BOF – pixel action,

STRATEGY -1 (TOP OF THE FUNNEL)

EXAMPLE:

1. AUDIENCE: lookalike 1%-to-4%-pixel purchase
2. Audience: Multi interest +expansion & small demographic filter
3. Audience: board interest + demographic filter
4. 2 days > no optimization don't touch for 2 days (48 hrs)
5. AD objective: awareness, link clicks, landing page view, web conversion, video views
6. TOP OF THE FUNNEL: 40% of total budget for TOP OF THE FUNNEL

STRATEGY-2 (TOP OF THE FUNNEL)

- Audience 1: LOOKALIKE 2% of pixel purchase
- Audience 2: Multi interest+ expansion + small demographic filter
- Audience 3: broad demographics & filter- interest specific
- Audience 4: LOOKALIKE 2% of ATC 50 (add to cart in 50 days)
- Audience 5: interest specific
- 2 days > no optimization? don't touch for 2 days (48 hrs)
- AD objective: awareness, link clicks, landing page view, web conversion, video views.
- TOP OF THE FUNNEL: 40% of total budget for TOP OF THE FUNNEL

STRATEGY :3 (TOP OF THE FUNNEL)

- Audience 1: LOOKALIKE 1-2% pixel purchase + interest filter
- Audience 2: LOOKALIKE 2-3 % pixel purchase +interest filter
- Audience 3: LOOKALIKE 3-4% pixel purchase + interest filter
- Audience 4: LOOKALIKE 4-5% pixel purchase + interest filter
- 2 days > no optimization don't touch for 2 days (48 hrs)
- AD objective: awareness, link clicks, landing page view, web conversion, video views.
- TOP OF THE FUNNEL: 40% of total budget for TOP OF THE FUNNEL

STRATEGY -4 (TOP OF THE FUNNEL)

- Audience 1- interest narrow
- Audience 2- interest narrow
- Audience 3- interest narrow
- Audience 4- interest narrow
- Audience 5- interest narrow
- 2 days > no optimization don't touch for 2 days (48 hrs)
- AD objective: awareness, link clicks, landing page view, web conversion, video views
- TOP OF THE FUNNEL: 40% of total budget for TOP OF THE FUNNEL

(MOF – 35% OF AD BUDGET)

Custom audience

1. Audience – Facebook page engagement 60 days
2. Audience – Instagram engagement 60 days
3. Audience – video viewers (50 days & 75% video view time)
4. Audience – Website events – 50 days (Page view, ATC, Initiate checkout, lead form)
5. Ad objective: Initiate checkout, ATC, purchase
6. Needs to work from day 1 (no sale on da 1, stop the ad)

BOF -25% of budget

1. Audience – ATC – 45 days
2. Audience- Initiate checkout 45 days
3. Need to Work from day 1.
4. Ad objective: Sales- Purchase event

Decide budget distribution based on your monthly budget amount.