**Strategies**

In dropship, First, you select one product and test it. If it brings some sales. We go for 2nd phase. Your daily budget should be between 50 to 100. Do not spend more than 100 dollars a day. The total budget should be $500 at least. In Dropship Ing, we get the product from AliExpress and sell it. There are some countries on AliExpress that are shipping free.

So, we should only advertise in shipping-free countries. AliExpress shipping services is e packet. In Google search e-petter countries list.

You will find the list of the countries you should run your ads in these countries. Run only conversion campaign and set purchase as a conversion event.

**3 Phase strategy: -**

**Phase 1, interest testing:-**

**Step 1 Setting up the budget\_**

The basic rule for ad budget is

Ad budget= 20\*Product Price

e.g. our product price is 255 then the ad budget is 5005.

**Step 2 Campaign setup\_**

**Manage Daily Budget:-** Daily budget=1/10 ad budget. E.g. our ad budget is 500 $ then divides into 10. Then the daily budget will be 50$ which we have to spend per day.

**Campaign Object:** must be conversion (likely to take action) as a comparison to post engagement will not likely to take action.

**Step 3: Setting up the Adset Budget and adset\_**

The most productive rule for adset budget is Adset=2.55 xno. Fo creatives of ads.

**Conversion Event:** The conversion event will be on purchase not on ATC(Add to Cart) because it reduces the chance of making scale.

**Set Schedule:** It will be at 00.00

**Selection of audience:**

**Location**= Countries which you target

Age/gender=Auto

**Language=**English(all)

Find your own Detailed target

Just pick an audience that makes sense exclude people of Ali-express and dropship Ing. If the audience will be less than 1 million then allow FB to expand your detailed targeting. Ad set name as per target audience.

**Step 4: Creation of Ad\_**

* Firstly test your image which will be uploaded must be passed through the FB text overlay tool.
* Upload a single image or video
* Primary Text: Any Good sentence for your products
* Headline: Product name
* Description: Any offer e.g. 50% off for limited time only.
* Website <URL:Product> page URL
* Display link: Website URL
* Call to action :Shop Now

If your Ad seems good then duplicate it and change the name. Change the image of the product in duplicating ads.

**Step 5:Duplicating the ad set**

Our main goal will be 2.55/ad/day for a budget of $50 per day.

E.g. Make a max of 10 ad set for better comparison. Then to achieve the goal of 2.55/ad/day. We make the 10 ad set and each ad set has 2 ad. Then the total ad will be 20 running per day for better testing.

After all the procedures now you are able to review and publish the ad. After 2 days of running the ads, you analyze the ads that are performing well enough by comparing the CPC, CPATC, and CPIC.

If you do get not good enough results you should delete the existing campaign and start with the new one. If you get good results then you should got to phase 2.

Note: If both ads are profitable then you go with both ads into phase 2. If only 1 is profitable then you select the profitable one and continue to phase 2. If you do get not good enough results you should delete the existing campaign and start with the new one.