**3 Phase Strategy**

**Phase 1:-**

yours Give your campaign the right name e.g. P1T1 – Seat cushion-10/3

P1 means phase 1. T1 means first product testing, and 10 is the date 3 months.

For that he can use BandsoffAds.com Here you can make and see video ads. Make at least 2 videos, You can use photos but videos are recommended. Use emojis in the Headline section. Press the Windows key plus the dot. And emojis will appear. In primary text write product benefits. Use bitly.com to make your URL short. When you make 1 ad according to the copywriter's strategy quickly dubilickly. It will make another ad the same as a first ad. In the ad keep everything the same except select the new video you get from your client on the ad set level always make 10 ad sets. First 2 to 3 ads then come on set level. Always make 10 sets. First 2 to 3 ads then come on set level. After completing the set settings. Click on ad set then click on dub to Custom audience and also find audience based on interests Choose different audiences on ever ad set level and give the ad set audience name. So that you know which ad set you use which audience. If you want to change something in all ad sets, First select All ad sets and then change the time or anything you want to change. You have 1 campaign which have 10 Ad set and each ad set have 2 ads. So, the total number of ads is 20. If your daily budget is $50 then your 1 ad budget=daily budget/number of ads

1 ads budget=$50/20

1 ads budget=$2.5

Must set your ad start date and end date. Your ad must start at 00:00 AM and end at 11:59 PM. Run your campaign and then select your winning Ad set or winning audience. You will 2 or 3 ad set. The Ad set that brings you sales is the winning ad set or audience. If it does not bring sales that means your product is useless. Tell your client and try the next product. Phase 1 completed.

**Phase 2:-**

In phase 2 you will select winners. In phase 2, we will have 10 ad set make duplicates of your winner Ad set in a new campaign. Give name P2C1 product name date/ month and number of copies should be 10. New campaign will created. Which have 10 Adset. Both videos bring you sale ue both, If 1 bring you sale use 1. Delete useless video and add video 3. If you have it. In phase 2, keep the CBO open. If you give the big budger to a only 1 adset it will lose its performance. That is an example 1 Adset winner. What if have 2 Adset winner. Select both dublicket in new campaign number of copies should be 5. If 3 Ad set make 3 copies . If 4 Ad s make 2 copies. Ad set always should less then 10. When creating phase 2, In Ad creation use existing post. Which have most likes, comments and share. Use the same post id to select that post or in select post select that post. Use that post in all your ad set.

**Phase 3:-**

1. Retargeting(15% to 20% of the daily ad spend)

Ad set 1= Page view-buyers of last 7 days

Ad set 2=video views 75% of last 7 days

Ad set 3=FB +Instagram Engaged of last 7 days

Ad creatives should be fresh and creative and could both be videos and images. Images are preferred for this campaign.

1. LAA(15-20 of daily ad spend)

Ad set 1.

* LAA(PV-7) 1 %
* LAA(PV -7) 1-2%
* LAA(PV -7) 2-3 %
* LAA(PV -7)3-4%
* LAA(PV -7)5-5%