

## Framework Steps For Case Study:

1. Prospect is prompted by content on Facebook in the form of an Ad. Prospect consumes the content, then clicks and is brought to the Case Study Registration page.
2. Prospect Registers for Case Study with an email & answers a few questions to pre-qualify the prospect which are sent to us.
3. After registering, the prospect is then brought to the Case Study Page where they can consume more content to build value and trust. The more you pre-sell with your marketing, the easier it is to make the sale over the phone.
4. During the case study, a button appears prompting the prospect to book a call which they will as long as they find the content they consumed useful.
5. The prospect is then brought to the book a call page and schedules the call in the calendar. Then this information is aggregated with the information from the

registration page.

6. The appointment for the call is then sent to us and ScheduleOnce will send out an email confirmation reminding the prospect of their call appointment.
7. We get on the call with the prospect and see if they're a good fit for our agency services.

## **Targeting & Audiences**

Most of our audience is 25+ and Male and the cold targeting we rolled out is:

Russell Brunson - 25+ Male - **\$25 a day**  
Frank Kern - 25+ Male - **\$25 a day**  
Anik Singal - 25+ Male - **\$25 a day**  
Infusionsoft 25+ Male - **\$25 a day**  
Digital Marketing 25+ Male - **\$25 a day**

**TIP:** Keep in mind, it's 1 campaign with 5 ad sets. All of the ads are the across all of them. You're just looking for the best ads and interests that hit your target KPIs.

### **Retargeting - Back To Front End**

All Website Visitors - 90 Days - **\$20 A day**  
All Website Visitors - 60 Days - **\$20 A day**  
All Website Visitors - 30 Days - **\$20 A day**  
All Website Visitors - 14 Days - **\$20 A day**  
All Website Visitors - 7 Days - **\$20 A day**  
Video Views - 50% - **\$10 A day**  
Video Views - 75% - **\$10 A day**  
Video Views - 95% - **\$10 A Day**  
Engaged With Page - 365 Days - **\$15 A Day**  
Engaged With Instagram Profile - 365 Days - **\$15 A Day** *(If you have an active instagram account, this is a great audience)*

We killed any audience that didn't hit our KPI's here.

When you have new creatives, then you can roll them out to the audiences that didn't hit your KPIs originally.

### **Retargeting - People Who Opted In Didn't Book** (These people are sent back to the Book A Call Page)

Lead - 3 Days - **\$10 A day**

Lead - 7 Days - **\$10 A day**

Lead - 14 Days - **\$10 A day**

Lead - 30 Days - **\$10 A day**

Lead - 60 Days - **\$10 A day**

People Who Watched 50% Of Presentation - **\$20 A day**

People Who Saw Offer - **\$20 A Day**

People Who Added To Cart (Clicked Book A Call) - **\$20 A Day**

**TIP:** All of this traffic is going directly back to our book a call page here:

<https://lp.partnerwithmikeb.com/bookagency>

If you pass through the UTMs in your tracking, you can see where the best leads actually come from. Most of the time it's going to be your more pre-sold audiences like people who watched 50% of the presentation, saw offer, added to cart.

You can setup those 50% and Saw Offers with Google Tag Manager and timed pixels. If you need some help setting those up, shoot me an email [mike@mikebuontempo.com](mailto:mike@mikebuontempo.com)

## **The Actual Funnel**

This funnel is a simple yet effective method of providing free content to the prospect in order to get them into the funnel & prompt them into a live call where we can qualify them further to see if they're the right fit for our agency services we're offering. In this particular funnel, no money is exchanged until we decide if the prospect is the right fit for our offerings, in this case, it's a digital marketing agency.

Let's take a look at all the stops in the funnel beginning with the top.

### **The Facebook Ad Step 1**

## **Top of The Funnel**

Your Facebook Ad is considered the top of the funnel. The purpose of your ad is to call out your target prospect and get them to stop for just a moment to consume your message.

Our target audience is people with a webinar, we're very good at running traffic to webinars due to all of the clients we have and our own. Anyone with a webinar that's running paid traffic would be interested in this case study.

When you have an expensive product like ours, you want to make sure you're bringing in quality leads, I don't want to bring in people who just want to make money online, I want to bring in business owners who have a webinar already and are running paid traffic to it. This gives me the best opportunity to make the sale over the phone to a qualified prospect.

You want to get the highest CTR on your ads possible, so you will be able to get cheaper link clicks and overall cheaper leads/sales.

Therefore, It's prudent to crank out the best ads as humanly possible. Test different videos, copy, etc..

We usually roll out 5 different video ads to at least 5 different audiences whenever we launch a client/our own products.

You will usually find 1-2 ads that do a lot better than the others, and then a couple interests that will hit your target KPIs.

This Ad consists of 2 parts, a video, and some Ad Copy. We've found video when done right usually brings in the cheapest leads/sales possible. Whenever you can, try and test some video, we shot our video ad on a Samsung 8 and it took a couple minutes to do. Uploaded it to Camtasia 2018 and made the edits you see below with the red background and headline.

Both the Ad copy & video should be engaging, helpful, and leave the prospect feeling intrigued and curious for more information.

If the copy and the image or video aren't congruent, they'll wonder what the ad is actually advertising. They'll be unlikely to click, and your ad will be wasted.

Your messages & your creatives must be clear, concise and engaging in order to move the prospect further down the funnel.

If you want to be effective, you must write as though you're writing to one person—and one person only. We chose our avatar as someone who has a webinar whose having moderate success with Paid Traffic and wanted to really scale up.

Winning Facebook ads have a clear purpose. Are you trying to create awareness, get a lead, or sell a product? Whatever your goal, your ad should have a clear direction and an even more clear call-to-action. If not, users will see your ad, but they'll have no idea where to click or steps to take next.

As you can see clearly from this FB Ad, there are no less than 4 links within the copy of the ad with a call to action to [Click The Link](#).



Mike Buontempo

Written by Mike Buontempo [P] · August 22, 2018



QUESTION 🤔: Would you sit through a FREE 27 Minute Presentation if I promised to show you...

- 1) Why You Need to Be Running Facebook, Google, Youtube and Instagram Ads Concurrently to Get The Best Results Online 🤔
- 2) The Step by Step Process on How to Start Using Advanced Retargeting Strategies
- 3) How to 3x Your ROI With Some Ninja Strategies We've Perfected
- 4) The "Unknown to the Public" Methods We Use To Get Leads At Half The Cost Everyone Else Does 🤔
- 5) How Ecommerce has become a \$3.2 Trillion Dollar Market (And how you can take advantage)

If so, then you need to stop everything you're doing and click this link: <https://lp.partnerwithmikeb.com/agencycase>

Here's what a Paid Traffic can do for you...

- Automate your Lead Flow so you don't have to worry about where your next sales are coming from 🤖
- Allow you to Scale to \$100k a Month A lot Faster
- Give you your time back so you don't have to constantly worry about putting out Content to get your next Sale 🤔

And that's just a handful of a few doors that Paid Traffic will open for you.

You need to check out our FREE Case Study right now to see how you can start using Facebook, Google, Youtube, and Instagram Ads for your business. 🤔🤔

<https://lp.partnerwithmikeb.com/agencycase>

This isn't some fancy trick or overnight process...

You HAVE to be serious, highly motivated, and willing to pay attention to the the cutting edge strategys you are about to be introduced to...

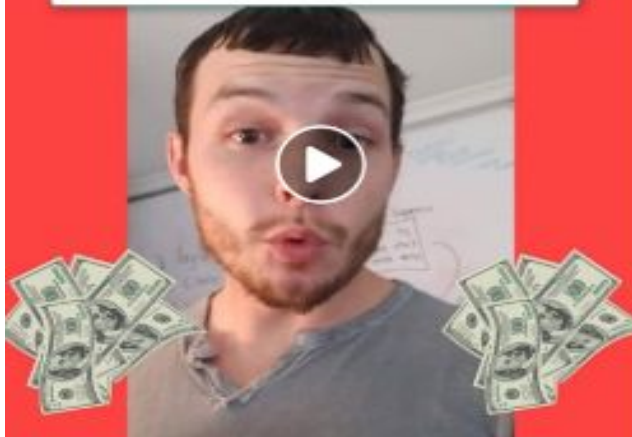
Then you need to stop everything you're doing and click this link:

<https://lp.partnerwithmikeb.com/agencycase>

- Mike Buontempo - <https://lp.partnerwithmikeb.com/agencycase>

P.S. All you have to do is enter your best email here and we'll get started: <https://lp.partnerwithmikeb.com/agencycase>

## FREE Case Study: How We Scaled Our Webinar With Paid Traffic

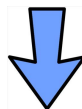


[LP.PARTNERWITHMIKEB.COM](https://lp.partnerwithmikeb.com)

**[FREE Case Study] How We Scaled Our Automated Webinar With Paid Traffic 🤔🤔**

Click Sign Up to get Immediate Access to our Paid Traffic Case Study.

Sign Up



There is no correct number of how many links should be in your Ad, however, we've seen great results which reinforce that more may be better because you don't know where or when your prospect will be ready to [Click The Link](#) and proceed further.

There are 3 headlines, one in the copy, another at the top of the video, and the final one at the bottom, which has a call another call to action "sign up".

**Important reminder:** The link address should be clean without weird numbers or letters. If a link doesn't look legit, people will be wary of clicking.

## **Case Study Registration Page - Landing Page Step 2**

The Case Study Registration Page or Landing Page has one primary purpose, to capture the prospects information.

In this case, you can consider the Registration Page as a lead magnet, because we're providing content in exchange for the prospects personal information.

For the purpose of our agency, we've added some pre-qualification questions to the registration page which help us determine if this prospect is the right fit for our agency.

**PRO TIP:** If you are smaller and don't have much of an ad budget, you need to treat every lead like gold, so I would recommend reaching out to every single lead that comes through if they're giving you their phone number. Shoot them a text, give them a call, even if they don't book a call. You will pick up a lot of clients just doing this. (Most people won't and that's why they will fail out of the gate, always do the most)

As you can see in image, there are no distractions and no information. The prospect will either fill out the information, and answer the questions, or they will click away.

**“FREE Case Study Reveals How We Scaled Our Webinar With Paid Advertising”**

Get Instant FREE Access Below:

Mike

yankforlife40@gmail.com

9084186138

What Do You Spend Monthly On Advertising?

\$10,000

**Get Instant Access »**

PartnerWithMikeB - 1020 South Ave., Westfield, NJ 07090 [FREE](#) - [100%](#)

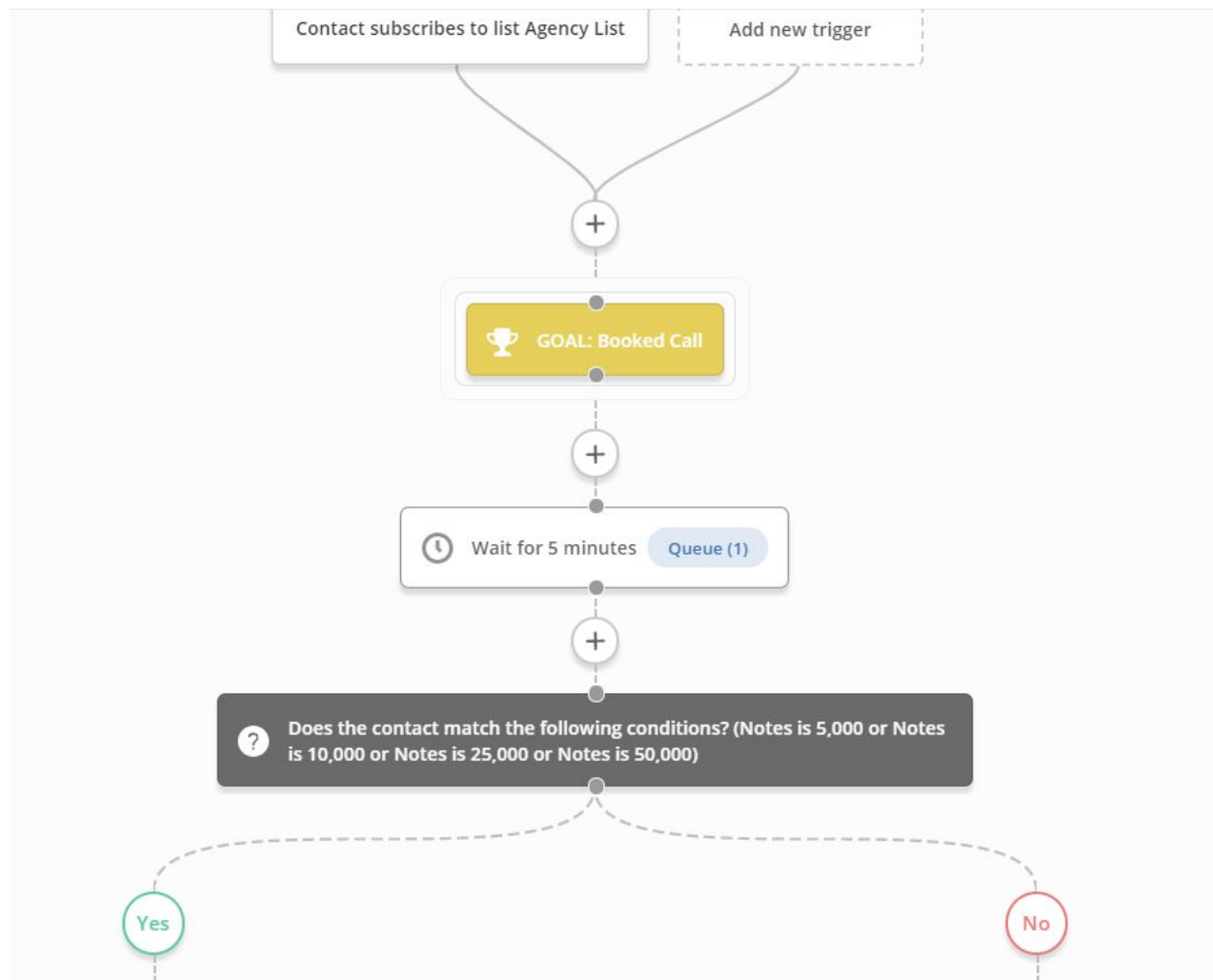
The headline clearly communicates what we are exchanging with the prospect for their information and to answer the prequalify questions. The word FREE is used in the headline to remind the prospect there's no commitment other than their email address.

By asking the prospect to give us their information in exchange for the case study, we accomplish a couple of important things.

First, we get their email in order to add them to our email list so we can engage with them in the future by sending them more content via email. This is important because they may not become a customer today, but they may in the future. Not having their email would eliminate any possibility of future purchases.

We're also able to passthrough the amount of money they spend on advertising to our Active Campaign account, then we can segment them as well like so:





This allows us to send a message to one of our sales reps to reach out to people who are qualified. The ones that aren't really qualified to work with our agency, just get email follow ups.

Secondly, we create a pattern of asking for something in exchange for something else. For example, at the top of the funnel we asked them to read the content with the headline, and then we asked them to [Click The Link](#). We asked them to take action, and they took it.

Then we asked them to give us their information in exchange for FREE access to the case study. In this exchange, they had to do more than just click. They had to enter their information and answer some questions too.

We are conditioning the prospect to take action, and with each step, we're asking them to take more action than in the last step. This increases the likelihood that when the prospect arrives at each stage in the funnel, they'll be comfortable with taking action.

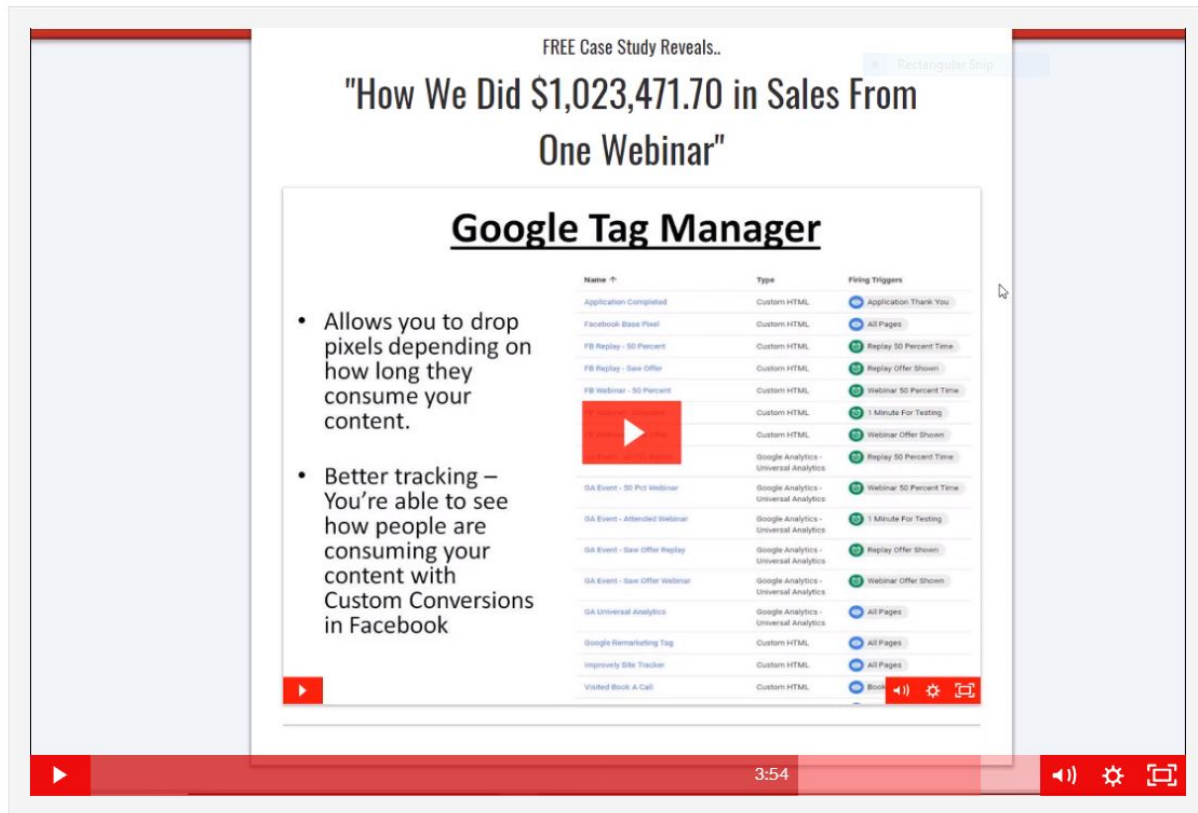
**Important Reminder** All of these little exchanges improve the odds when they arrive at the bottom of the funnel they'll exchange their payment information for your product or service.

## **Case Study Page Steps 3-4**

Once the prospect puts in their information and clicks the submit button, they are brought to the case study. While at first glance there are no more actions required on this page, one will reveal itself halfway through the case study prompting the prospect to Book A Call which is the most important part of the registration phase.

The reason why we don't display the button is we want the prospect to focus on the content so they find value in it and are properly presold.

The Case Study Page reveals an engaging headline to further enforce what the prospect will learn during the course of the presentation. The headline communicates that the prospect will learn important information about how over a million dollars was made from one single webinar.



Once we've covered the majority of the content and the prospect has remained on the page, the button will appear prompting the prospect to take action and Book A Call.

The case study goes directly into how we achieved these results, we include the ads, the automations, literally everything. You want to make the person watching this case study salivate over the information.

One of the main things I talk about in this case study is Google Tag Manager and the idea of omnipresence to cover 95% of the internet with your ads. 99% of marketers aren't doing this, so it creates desire in them to actually book a call and work with our agency.

In the background of this page, we have Google Tag Manager setup to drop custom events when people watch 50% of the Case Study and when they've seen the offer.

These are going to be your most pre-sold audiences and often your cheapest booked calls. If you're running any sort of application funnel like this, make sure you do this.

You have to say something new and exciting to get a prospect to actually take action, if you just say you ran some ads, and don't go into much detail into the process and it sounds like everyone else, you have no shot of them actually booking a call.

**Important Reminder:** The button should be bright and unmistakable, inviting the prospect to click, making it difficult to resist.

## **Book A Call Page** Step 5-6

Finally, after watching a portion of the Case Study, a button appears asking the prospect if they like what they've learned so far and they would like more information about how we can help them run Facebook Ads to Click The Button.

This drives the prospect to our final stage of this funnel, the Book A Call Page.

The screenshot shows a landing page with a blue sky and city background. The main heading is "Want Us to Run All Of Your Facebook, Google, And Youtube Ads For You?" in white, followed by "Then Book A FREE Call Below.." in blue, and "(Give The Calendar 3 Seconds To Load)" in black. Below this is a "Pick a date and time" widget. The widget shows a calendar for October 2018, with the 31st selected. To the right of the calendar, it says "Available starting times for Wed, Oct 31, 2018". Under "AM", it says "No AM times". Under "PM", there is a list of times: 4:00 PM, 4:15 PM, 4:30 PM, 4:45 PM, 5:00 PM, 5:15 PM, and 5:30 PM. The 4:00 PM button is highlighted with a mouse cursor. At the bottom of the page, there is a blue bar with three white text links: "Facebook Ads", "Google Display Network", and "Youtube Ads".

Want Us to Run All Of Your Facebook, Google, And Youtube Ads For You?

Then Book A FREE Call Below..

(Give The Calendar 3 Seconds To Load)

Pick a date and time

Duration: 45 minutes

Your time zone: United States: Eastern time (GMT-4:00) [DST] (Change)

Change selection

October 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

< September

November >

Available starting times for Wed, Oct 31, 2018

AM

No AM times

PM

4:00 PM

4:15 PM

4:30 PM

4:45 PM

5:00 PM

5:15 PM

5:30 PM

Facebook Ads

Google Display Network

Youtube Ads

As with the previous pages, this page is clean, without distractions. There's a headline asking a question, and then a prompt to take action which is "Then Book A FREE Call Below."

Once the calendar appears the prospect can book a date and time to receive a phone call from us. The information is passed through to us electronically from the calendar and then an automated email reminder gets sent to the prospect confirming the day and time of the call. We also include text reminders to help show up rates. We do all of this through ScheduleOnce. You can see around **80% show up rates** using them.

We have all of our ScheduleOnce calendars marked so we know where each lead came from. If they come from our audiobook or our case study, we can see on the notification.

This is the layout of The Case Study FB Ad & Funnel. If you would like more information about how we can help you get better marketing results, we encourage you to [Click This Link & Book A Call Today](#)

Remember, in many cases, it's easier to just hire the right agency to run media, so you can do the things that are most important to drive your business success.

If you don't have the time, or the patience or you've realized by watching our content that running ads is more complicated than you originally thought, we invite you to [Click This Link & Book A Call Today](#)

## **BONUS PRO TIPS**

In order to really crush it on this funnel, you really need to track your calls, your show up rates, and then closes.

You should have a Google Sheet with this info for each month:

**Booked Calls**  
**Showed Up**  
**Qualified Lead**

**Closed**

**Cost Per Booked Call**

**Earnings Per Booked Call**

Most people do not track their numbers and it's like trying to drive with a blindfold on, it's not going to work. If there's anything you take from this, please setup that Google Sheet and everyday when you do your calls, you fill it out, so at the end of the month you can really see your metrics.

Your most important metrics are really going to be the Cost Per Booked Call and your Earnings Per Booked Call.

Hope this helps! If you have any questions, you can always email me at [mike@mikebuontempo.com](mailto:mike@mikebuontempo.com)