

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

Book A Call URL: <https://lp.partnerwithmikeb.com/bookagency>

Price Point: \$4,000 - \$10,000

100 leads x \$10 = \$1,000

5% actually book a call

5 booked calls

\$1,000 / 5 = \$200 a booked call

20% Close Rate = 1 sale at a cost of \$1,000

Goal CPL: \$10

Conversion Rate on Booked Call: 20%

Goal Cost Per Sale: \$1,000

Cold Campaign Conversion Objective: Lead

Retargeting - Back To Book A Call Conversion Objective: Complete Registrations

Assets We Need:

- **3 Cold Videos**
 - My ad spend
 - Shoot a video using Camtasia 2019 to show how much we have spent on Facebook Ads this month
 - Video in front of a whiteboard
 - 3 common cases on why people can't make cold traffic work and how to fix them
 - Video of me in a car

- Straight pitch on why they need to register and then watch case study
- **3 Retargeting Videos**
 - Testimonial Videos
 - Anik Singal Video
 - Russell Brunson Video
 - Felix Wisniewski Video
 - What to expect
 - What to expect what you become a client, our process for actually getting results, and maybe a unique mechanism on how we get better results for people vs the competition
 - FAQ
 - Put together 3-5 questions on the most frequently asked questions we get on sales calls and answer them on video
- **Ad Copy**
 - Benefits copy
 - Benefits of actually attending the case study
 - Story Copy
 - Story of how we got the results we did on the Case Study
 - Big Idea
 - This would be something like “The number one reason Trump won the presidency” then I could go into the advertising they did, how they segmented, etc.. tie back into why they need to be advertising online

Main Goal:

We are going to be driving traffic to our optin page to get qualified business owners to watch our case study, then have them book a call.

If they do not book a call, we have retargeting ads, email follow ups, and text messages to follow up with them to get them to book a call.

We want to hit people who are 30+ Male who already have a business where they are spending \$5,000+ a month. They generally know their numbers and want an agency to come in and take over for them.

We need to get booked calls for \$200 or less and close at a 20% clip, if we do not, we need to continue to test until we do.

Rollout:

We are going to roll out the 3 videos we created to 3 different campaigns.

1 Cold Interest Campaign

- 5 Interests
 - Each interest is it's own ad set
- \$20 a day

1 LLA Campaign

- 5 % LLAs
 - Each LLA is in it's own ad set

1 Retargeting Campaign

- 5 Ad Sets
 - Engaged With Page - 365 Days
 - All Website Visitors - 14 Days
 - All Website Visitors - 30 Days
 - Video Views - 95%

- Engaged With Instagram - 95%

We are going to find the best video creative out of all of them, then after that we can test ad copy.

So let's say we have found 1 video that is crushing all of the others, then you can create a Dynamic Creative to test all of the ad copy, headlines, & CTAs to find the best one.

Roll it back out to best audiences again, so that might be "Digital Marketer" 1% Complete Registrations, All Website Visitors - 30 Days, Engaged With Page 365 Days,

Creative Ideas:

Mark Zuckerberg with a bunch of thumbs up all over him, 1200 x 1200 - Image

Big Head riding roller coaster with Zuckerberg & headline telling them to sign up

Me speaking on stage, with headline telling them to optin to get my case study