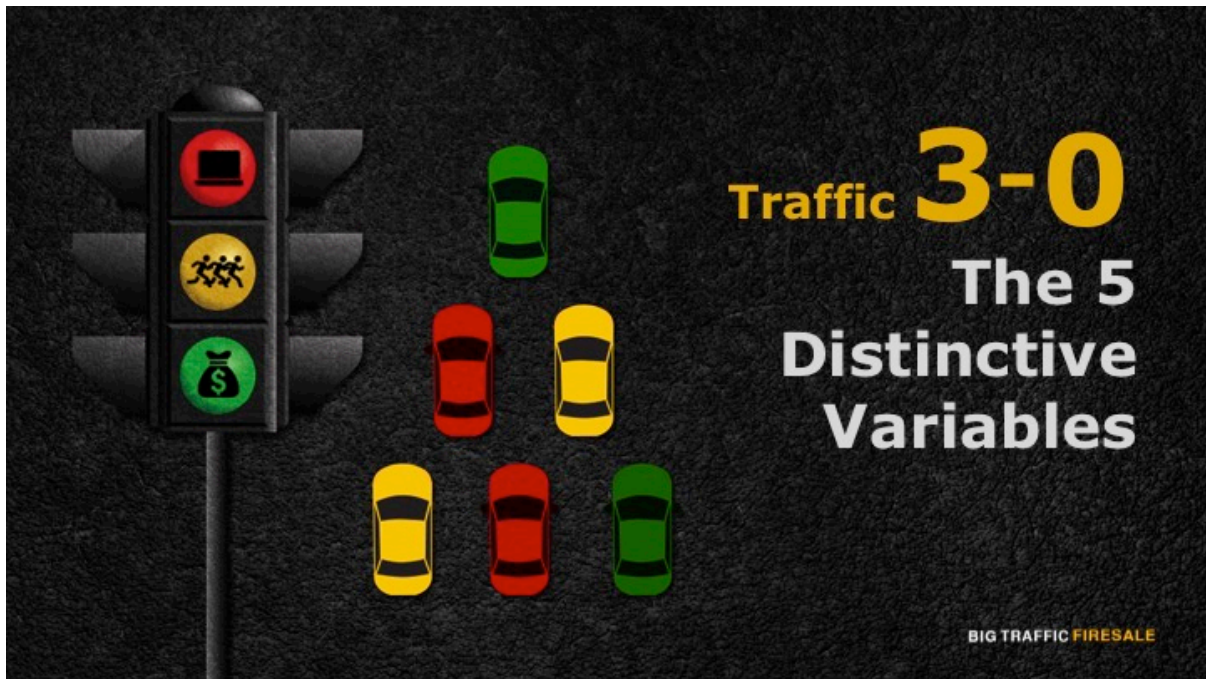


3-2 - The 5 Distinctive Variables To A Successful Online Campaign



S1: Hey there and welcome back! In this module you will learn the 5 distinctive variables that will ensure a successful online campaign.

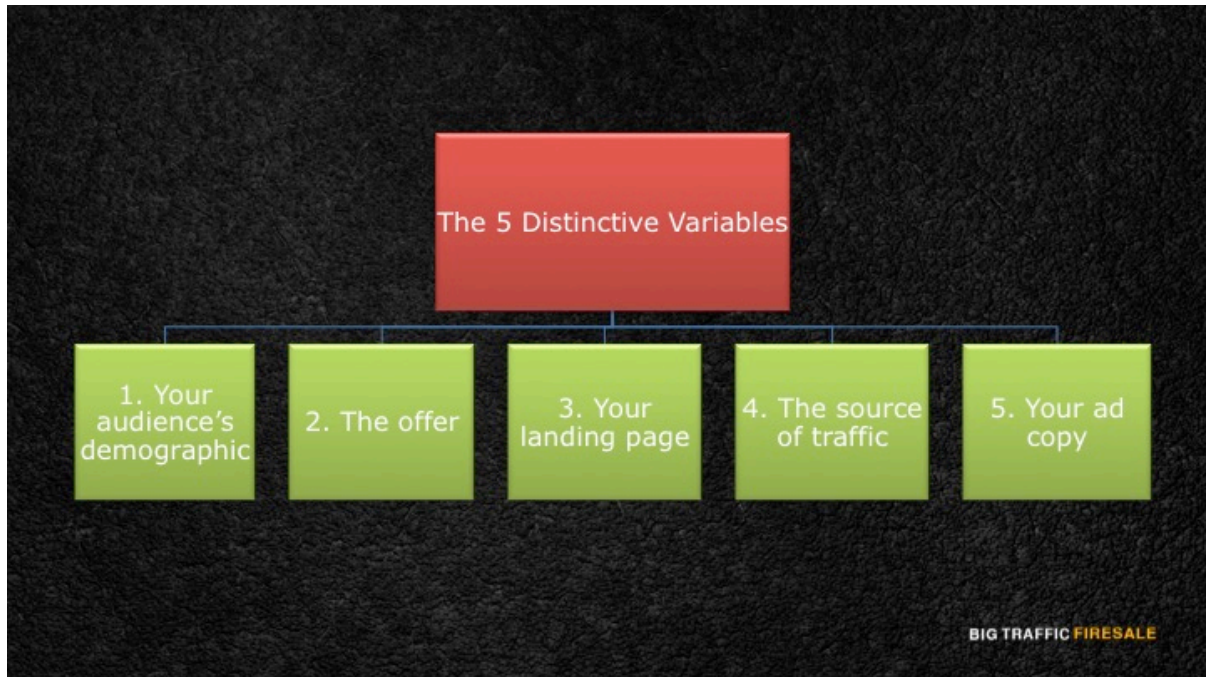
Maximize Your Return On Investment

- ▶ Before coming up with your product, there are 5 variables to take into account to assure you are on the right track.
- ▶ To ensure you maximize your Return On Investment (ROI) and minimize your loss.

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S2: Before coming up with your campaign, there are 5 variables that must be taken into account to assure that you are on the right track.

It is also to ensure that you maximize your return on investment and minimize your losses. That's what defines a strategic business owner. This module applies the reverse engineering strategy shared with you in the previous module.



S3: When your ads are not working, refer back to the 5 variables and remember to not have more than 2 unknowns out of the 5 variables. If you do, it will be hard for you to produce an effective ad to lure massive traffic. The 5 distinctive variables are:

1. The demographics of your prospective customers
2. The offer
3. Your landing page
4. The source of traffic
5. Your Ad copy



S4: Firstly are the demographics of your prospective clients. Before putting up your banner on a specific site, you must identify who is your target audience.

As stated in the previous modules, identifying your target market is one the key factors to an advertisement's success.

What's the point of advertising without anyone even being interested?

Therefore you need to get your demographics right.

There are 4 points of information to gather:

- Who are they?
- Where is their location?
- What site are they on?
- What are they interested in?

The answers to the questions will give you a bigger picture on how to strategize your ads and which site to display them on. If you put the right offer in front of the wrong demographic, it will not convert.



S5: The second variable is your offer. You must be sure of what your offer is.

- What are you selling?
- What are the price points?
- What are your upsells and down sells?

An effective way to model your offer is of course by reverse engineering.

How?

Go through or purchase your competitor's offer!

Yes, that's the ultimate secret.

It is a form of 'research' where you do not have to devise a new plan entirely for your business. Instead, you tweak your offer according to your competitor's.

When you've found a proven model, go with it. Why waste resources and reinvent the wheel? You can tweak and improve it later when you have made boat loads of cash.

Your Landing Page

- ▶ The landing page is the most important page in the sales funnel.
- ▶ Your audience will be directed to your landing page after they've clicked on your ad.
- ▶ Your landing page must provide information on what you're selling and it can be in the form of videos or previews.

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S6: Third is your landing page. The landing page is the most important page in the sales funnel. Your landing page is where the prospective clients will be directed to after they have clicked on your ad.

The landing page needs to provide information on what you're selling, where it can be in the form of videos or previews.

Whatever it is that you're planning to do, cater towards your audience and what is working for them now. Always observe the market. Work backwards and adopt a landing page that is already successful.

Your Traffic Source

- ▶ Most ad campaigners do not realize that the source of traffic is already there.
- ▶ Online users are constantly navigating from site to site.
- ▶ The question is how do you redirect them to you?

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S7: Let's move on to the fourth variable, which is your traffic source.

As mentioned in the previous module, most ad campaigners do not realize that the source of traffic is already there. Online users are constantly navigating from site to site every minute. The question is how do you redirect them to you?

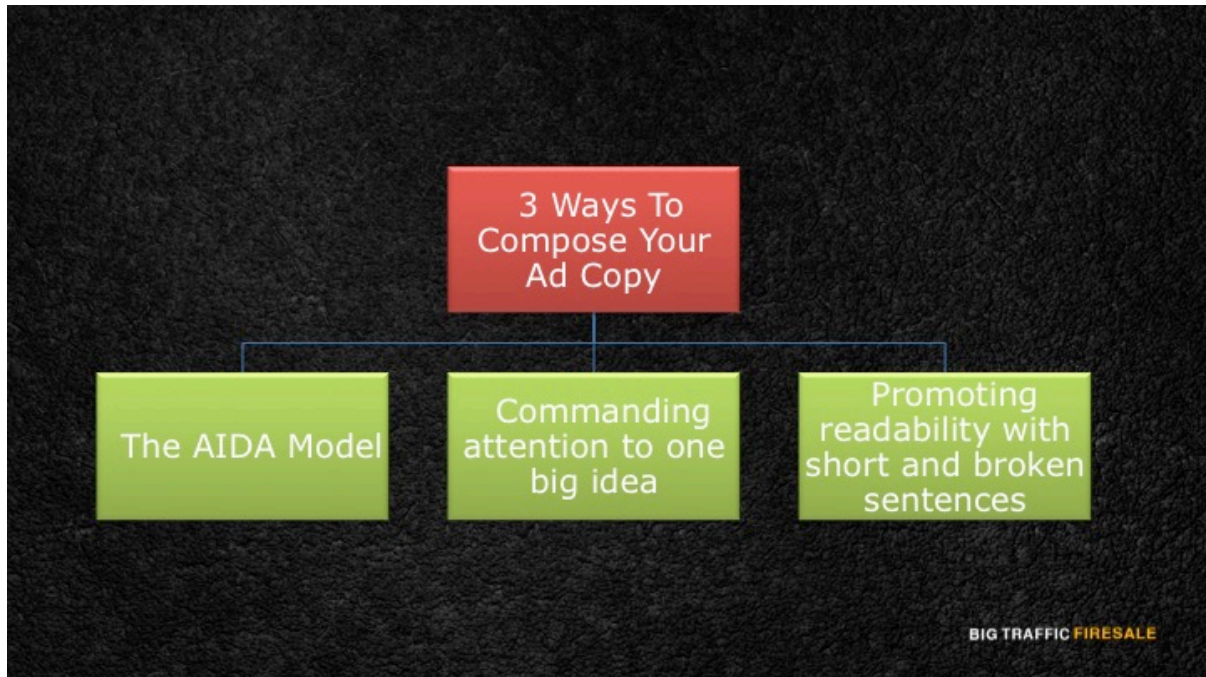
Your Ad Copy

- ▶ Your ad copy is equally important as it is the gravitational factor that influences the prospective clients to decide on your offer.
- ▶ It determines your click.

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S8: Last but not least, is your ad copy.

The ad copy is equally as important as the other elements as it is the gravitational factor that influences the prospective clients to decide on whether or not they should click on your ad to know more. It determines your click!



S9: There are 3 ways to write a persuasive ad copy. The first step is to use the AIDA model as a guide to write your copy. AIDA stands for Attention, Interest, Desire and Action. It is an approach used by advertisers to describe different phases of consumer engagement with an advertisement.

The second step is by commanding attention to one big idea. This means that you need to focus on your headline. The headline will be the first thing your consumers look at, even before an image! A good headline focuses on your biggest product benefit.

Thirdly is by promoting readability with short and broken sentences. Your sales copy needs to be easy to read. Your readers don't want to make an effort in reading your content.

Remember to master these 5 variables and maximize your potential by reverse engineering!