



**THE 9 STEP PROCESS
TO SCALING YOUR
ECOMMERCE BRAND**

**USING FACEBOOK &
INSTAGRAM
ADVERTISING**

**Have you ever had this experience
with Facebook ads?**

1. Excitement.
2. Even more excitement.
3. Boosting a post/running an ad.
4. And then..... dismay/despair/
frustration/confusion?



We're going to be talking about....

1. Understanding the mass consumer and the social landscape.
2. The 9 step process to scaling an ecommerce brand.
3. How we scaled a start up beauty brand from launch to £100k per month in 10 months.
4. How to achieve ROAS of 10
5. Core, Custom & lookalike audiences and why these matter SO much
6. The things you need to do before you even THINK about advertising.
7. The ecommerce advertising funnel - deep dive into real advertising campaigns.
8. Ad creatives & inspiration from competitor brands
9. Ad split testing



[illegible]

-



HELLO, I'M TASH

- Expert digital marketer working with brands, celebrities & advising government.



- Understanding, mastering and implementing the latest integrated online marketing strategies since 2008.
- Sold my first digital business in 2014.



MY BOOKS



The Million Dollar Blog Paperback – 29 Sep 2016
by [Natasha Courtenay-Smith](#) (Author)
★★★★★ 45 customer reviews


> [See all 4 formats and editions](#)

Kindle Edition £7.99 Read with Our Free App	Paperback £11.78 ✓prime 12 Used from £3.31 29 New from £3.85
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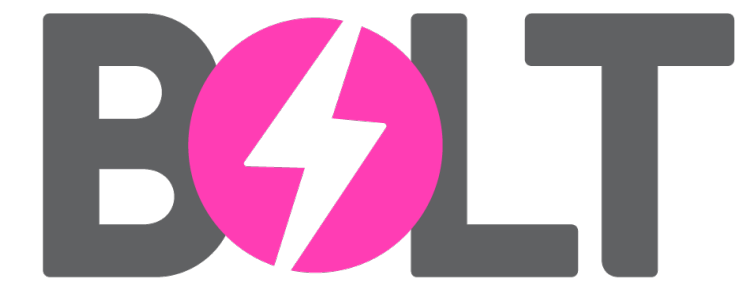
Want it delivered by tomorrow, 21 June? Order within **22 mins** and choose **C**
Note: This item is eligible for **click and collect**. [Details](#)

 **Get £10 off dinner when you purchase an eligible book**
[Learn more >](#) 

Author of the bestselling *The Million Dollar Blog*
NATASHA COURTENAY-SMITH
Foreword by Emma Gannon



How to Build a **Profitable** and **Influential Personal Brand** in the Digital Age



Case studies



£2.5 million sales from 17k of ads
How we helped drive £2.5 million in off plan property sales with £17k in Facebook ads for Fritton Lake Holiday Resort.

[READ CASE STUDY](#)



Scaling a beauty brand from launch to £80,000 monthly revenue in 8 months
We helped a start up beauty brand start up go from zero to £66k in revenue per month in just 8 months, achieving up to 80% growth month on month AND a return on adspend (ROAS) of 8.

[READ CASE STUDY](#)



Bolt Digital social content gets over 1 million views in 24 hours
Our social content for the Danish casual dining chain Ole & Steen got over 1 million views in 24 hours.

[WATCH VIDEO](#)



ROAS of 7 for fashion brand making the shift from bricks to clicks
Using Facebook to build a direct to consumer market for a niche fashion brand that traditionally sold via wholesale & retail.

[READ CASE STUDY](#)



Moving from wholesale to direct to consumer
Achieving a Return On Adspend of 10.5 for a fashion workwear brand as the brand moves from an 'old world' sales model to direct to consumer ecommerce.

[READ CASE STUDY](#)



Generating prospective patients for the Zita West Fertility Clinic at 0.63 pence each.
These strategies will work for any type of private clinic including back clinics, pain clinics, cosmetic clinics, sleep clinics and many more....

[READ CASE STUDY](#)

How can we help?



Facebook advertising

We are really very **very** good at building, managing and optimizing ROI-focused advertising funnels on Facebook and Instagram.

Our founder Tash is one of 8 accredited trainers in the UK for Facebook's She Means Business campaign, regularly speaking on behalf of Facebook and helping train 10,000 entrepreneurs per year in how to use Facebook's family of apps to grow and scale their businesses.



Google Adwords

This isn't about Facebook versus Google. We think the two work perfectly in tandem.

We develop comprehensive search marketing strategies across Search, Shopping, Youtube and Display that convert high-intent shoppers into customers.



Email and Messenger Bots

Don't let anyone tell you email is dead. Hold that thought right there! Our email and Messenger sequences drive conversions at 10%, convert new customers, increase LTV and drive revenue growth.



Creative & Content

Ah, the old problem of how to capture attention and stand out from **the crowd**. We understand the importance of having amazing assets that convert. Just ask us about the time we increased return on adspend at top of funnel to cold audiences 4 times by relentlessly testing creatives.



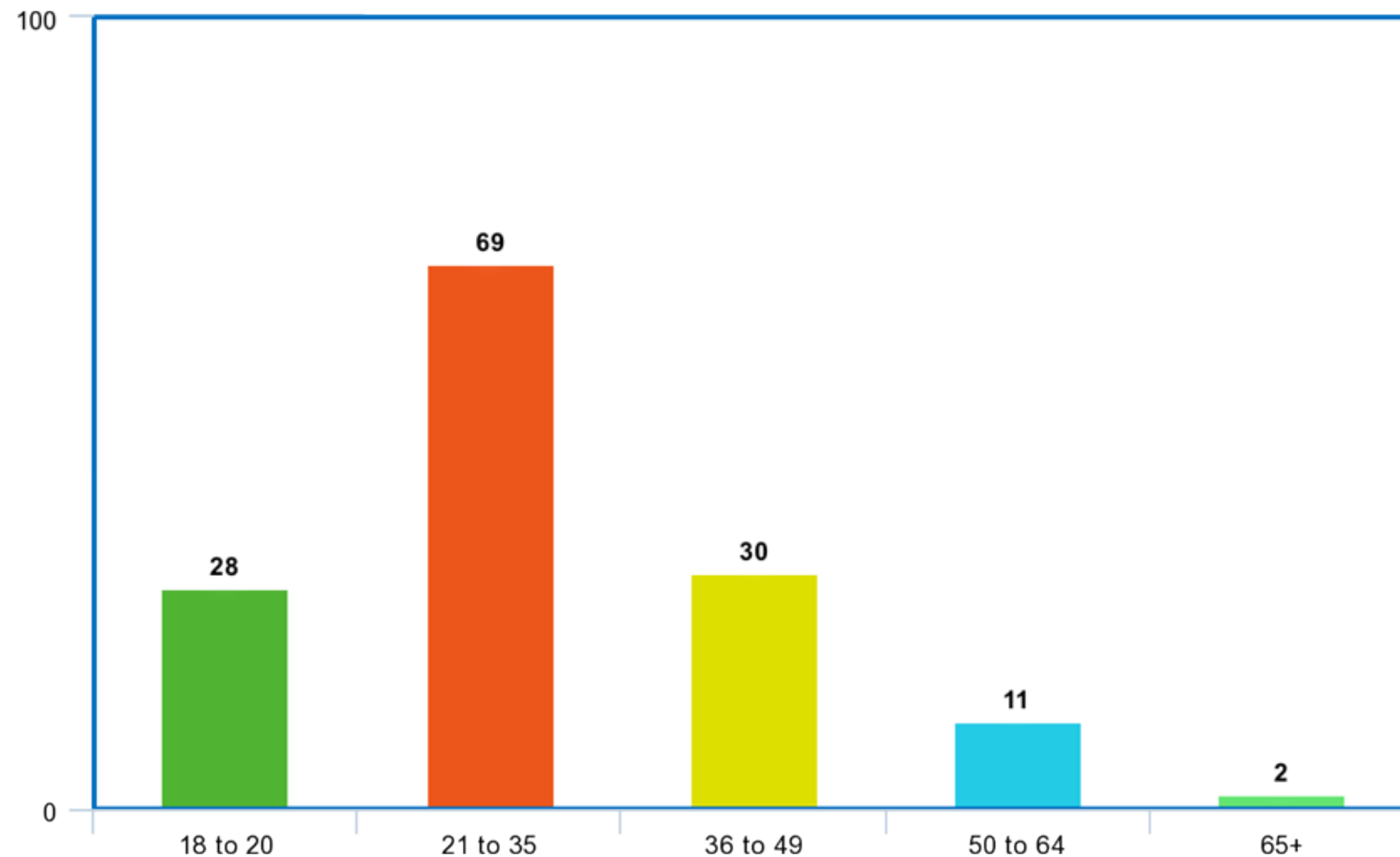




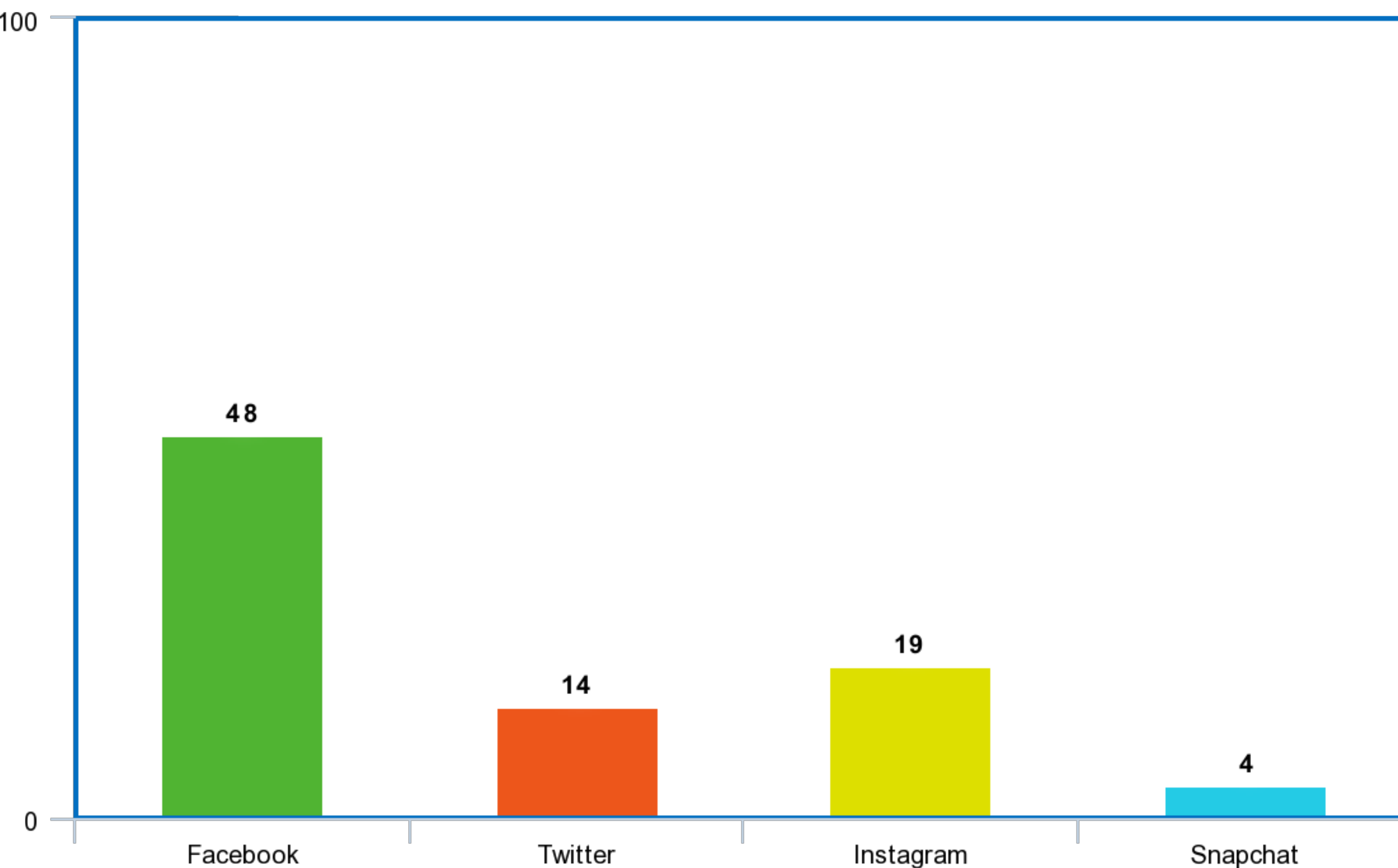
THE SOCIAL CONSUMER

THE ECOMMERCE CONSUMER

- Have you made a purchase online in last 30 days?
- A complicated consumer.
- Relies heavily on subjective views (“human” information), communicated through social media and especially video.



HAVE YOU EVER BOUGHT ANYTHING ONLINE AS A RESULT OF SOMETHING YOU'VE SEEN ON THE FOLLOWING SOCIAL MEDIA?



- The influence of Facebook is dominant here – and unsurprisingly so, given that, when it comes to buying anything, we value the opinions and experiences of our friends, families and others similar to us the most.
- Facebook offers exceptional opportunities to gain visibility and build your brand – particularly if you can encourage natural, organic sharing, liking and commenting on your products.
- The highly visual nature of Instagram also makes it an influential channel on ecommerce.
- An important factor to consider is the number of people who may have made online purchases without realising or remembering the influence of something they've seen on social media (dark traffic)












- Online disproportionately about research, advice and browsing —with an average of only three in every 100 site visits converting to a purchase.
- This principally to “downtime browsing” on smartphones: consumers often turn to their phones just to fill the time, with little or no intention of purchasing.

GOOD NEWS FOR THOSE IN BEAUTY

- ‘Luxury’ beauty ecommerce outperforms other luxury sectors:
 - Beauty tends to be a repeat purchase, and there is little need for the consumer to see or try the product once she or he has already bought it once.
 - Beauty is at the lower end of the luxury price spectrum, which means that consumers are likely more willing to buy it online and that it will draw in more mass-market shoppers who will purchase online.
 - No need for adjustments there may be for categories such as apparel and jewelry.



THE 9 STEP PROCESS TO SCALING AN ECOMMERCE BRAND

<div><div> Sep 1, 2017 - Sep 30, 2017</div><div>compared to Aug 2 -</div></div> <div><div>Total sales</div><div>£4,966.78</div><div>View report</div><div>↑174%</div></div>	<div><div> Oct 1, 2017 - Oct 31, 2017</div><div>compared to Aug 31 -</div></div> <div><div>Total sales</div><div>£9,249.53</div><div>View report</div><div>↑87%</div></div>	<div><div> Nov 1, 2017 - Nov 30, 2017</div><div>compared to Oct 2 -</div></div> <div><div>Total sales</div><div>£14,638.15</div><div>View report</div><div>↑61%</div></div>
<div><div> Dec 1, 2017 - Dec 31, 2017</div><div>compared to Oct 31 -</div></div> <div><div>Total sales</div><div>£24,566.96</div><div>View report</div><div>↑66%</div></div>	<div><div> Jan 1, 2018 - Jan 31, 2018</div><div>compared to Dec 1 -</div></div> <div><div>Total sales</div><div>£44,671.23</div><div>View report</div><div>↑82%</div></div>	<div><div> Feb 1, 2018 - Feb 28, 2018</div><div>compared to Jan 4 -</div></div> <div><div>Total sales</div><div>£48,974.86</div><div>View report</div><div>↑25%</div></div>
<div><div> Mar 1, 2018 - Mar 31, 2018</div><div>compared to Jan 29 -</div></div> <div><div>Total sales</div><div>£59,546.52</div><div>View report</div><div>↑10%</div></div>	<div><div> Apr 1, 2018 - Apr 30, 2018</div><div>compared to Mar 2 -</div></div> <div><div>Total sales</div><div>£67,665.87</div><div>View report</div><div>↑17%</div></div>	<div><div> Last month</div><div>compared to Apr 1 - Apr 30, 2018</div></div> <div><div>Total sales</div><div>£79,233.52</div><div>View report</div><div>↑17%</div></div>

Website purchase ROAS	
21.73	
10.08	
4.10	
7.06	
7.63	
25.27	
42.26	
11.25	
—	
—	
—	
10.54	
Average	

Achieving a Return On Adspend of 10.5 for a fashion workwear brand as the brand moves from an 'old world' sales model to direct to consumer ecommerce.

Here's some of our results in more detail

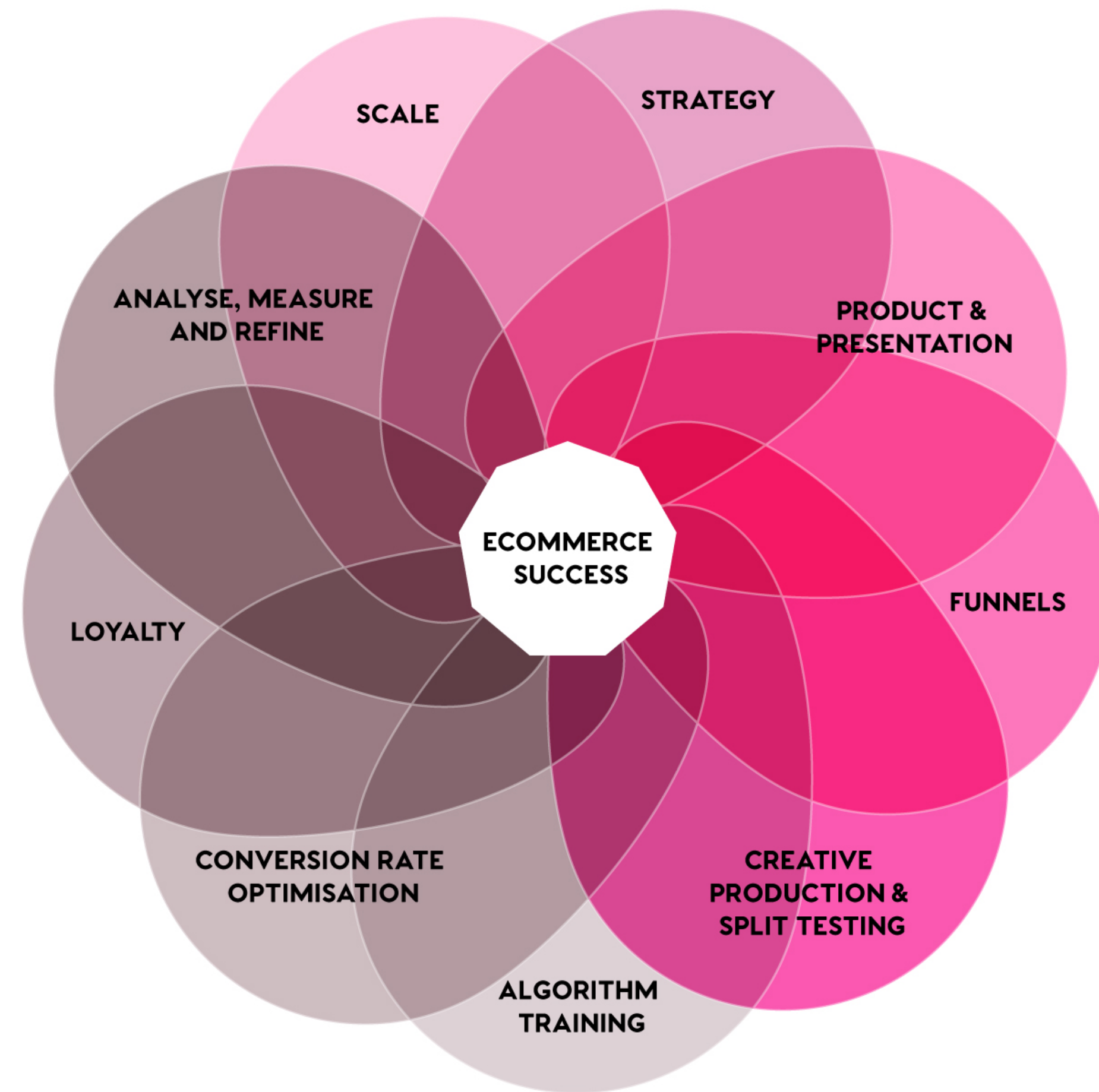
- ✓ Return on adspend: 10.54 (that means for every \$1 spend on ads, the brand gets \$10.54 back - oh and acquires customers with lifetime value).
- ✓ Campaign click through rate: 1.11%
- ✓ Top performing campaign: BOF ATC days 0 - 2 with ROAS of 42.46

We are particularly proud of our Top of Funnel campaigns to 'cold' audiences - which have achieved Returns on Adspend of 4.10 - 10.08.

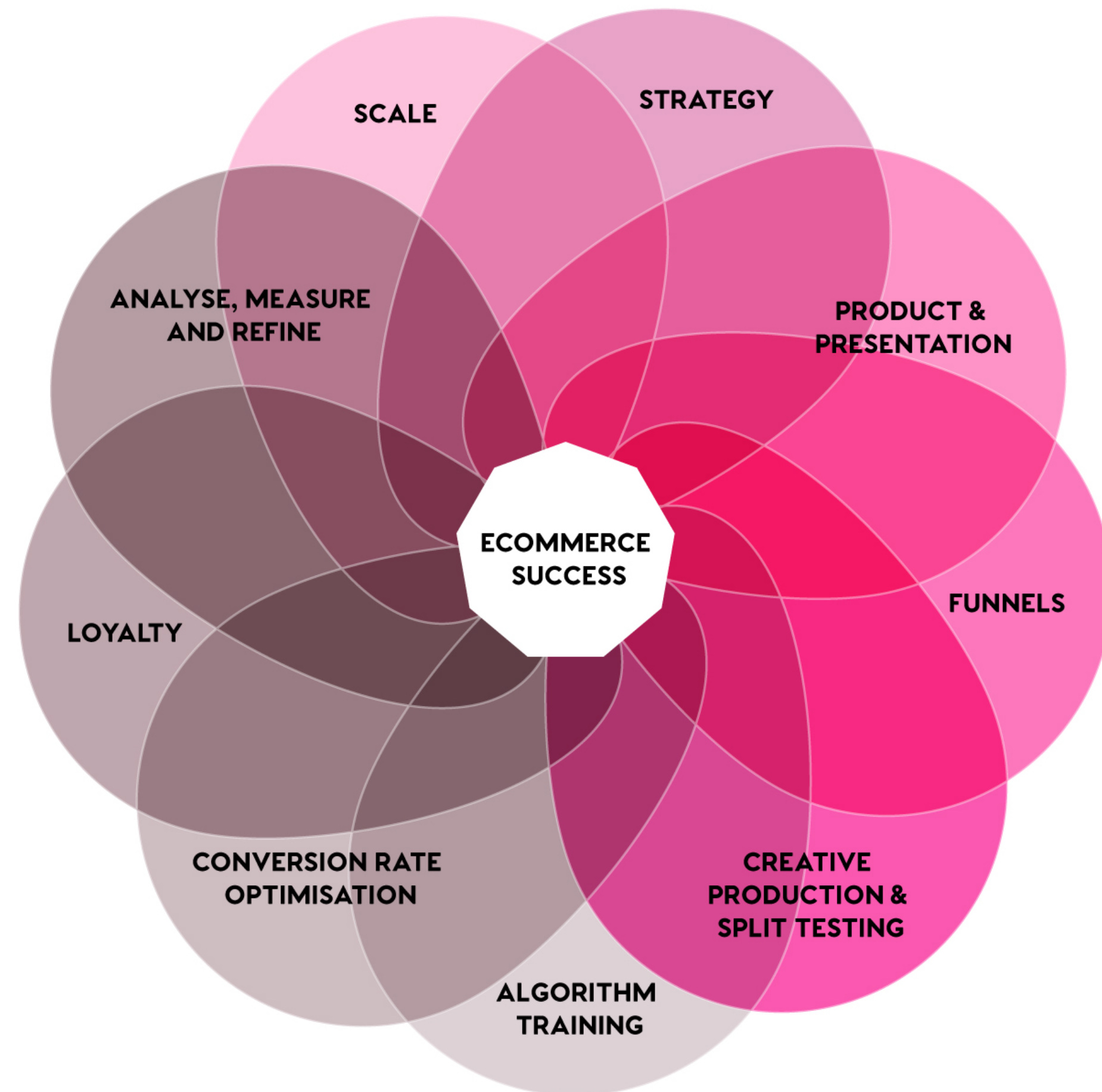
It's safe to say we *have* tracked down the right audience for this brand.

<input checked="" type="checkbox"/> TOF Quiz WC - Complete Quiz	\$3.49	\$4.27	74	\$6.23	12	\$38.44	11	\$41.93	\$4,647.30	10.08
<input checked="" type="checkbox"/> TOF WC-Pur Carousel Creative	\$2.99	\$4.05	138	\$9.03	32	\$38.96	24	\$51.95	\$5,107.37	4.10

THE BOLT COMMENCE SCALE AND SUCCESS SYSTEM

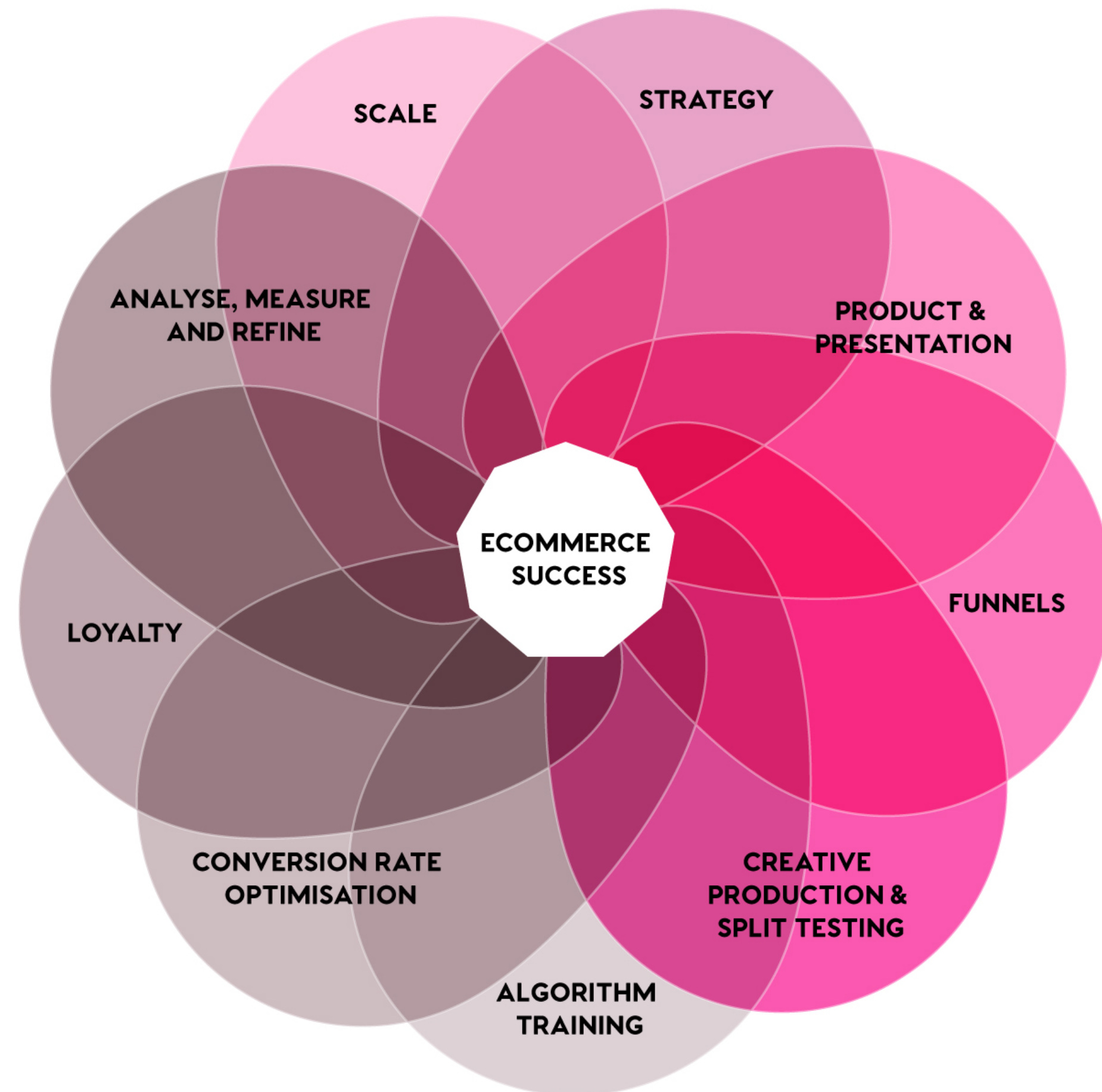


THE BOLT COMMENCE SCALE AND SUCCESS SYSTEM



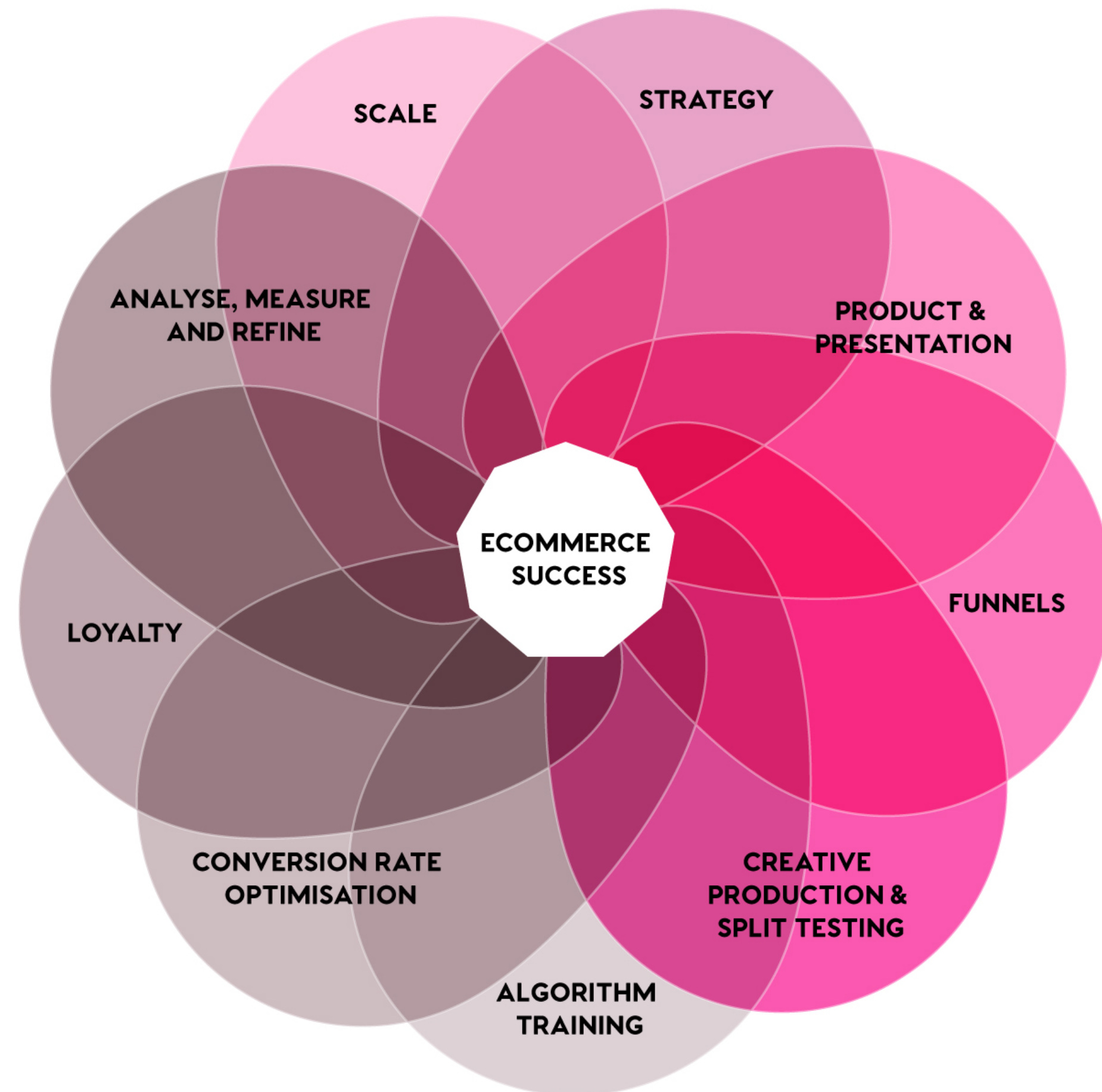
- **Strategy:** How to build better full funnel and customer acquisition executions for your product within the new attention spectrum of online media.
- **Product & presentation:** Is this product viable for social and digital advertising? Does it appeal to mass mainstream ABC1 audiences? Is it being presented in the correct manner with appropriate stories that will resonate with purchasers? Does the presentation have the optimum blend of creativity and commerciality.
- **Funnels:** How to deploy adspend across a multi channel digital marketing world and sending traffic through a variety of high converting funnels on Facebook, Instagram and Google.
- **Creative production & split testing:** What ad creatives will work best in the today's 'fast frequent environment' for your brand? Our approach is to never stop launching and testing new creatives, even when one seems to be a 'winner'. There is always the potential for both a new creative to perform better, and for winning creatives to run out of steam. Just ask us about the time we increased Return On Adspend (ROAS) at top of funnel to cold audiences 4 times by relentlessly testing creatives.

THE BOLT COMMENCE SCALE AND SUCCESS SYSTEM



- **Algorithm training:** Facebook is like a puppy. It needs training. We use a methodical process of conversion training, tiered funnels, audience & creative elimination, controlled bids & campaign optimizations to train Facebook steadily on who your ideal 'ready to buy' purchaser is.
- **Conversion rate optimisation:** Our website optimisation processes have seen conversions on ecommerce sites shift from 1.5% to up to 6%. For one brand this conversion shift added over £80,000 in additional revenue in 3 months.
- **Loyalty:** Our email and Messenger sequences drive conversions at 10%, increase LTV and drive revenue growth.
- **Analyse, measure and refine:** We make decisions on what is working and what isn't based on data, not emotion.
- **Intelligent scaling:** When we're satisfied stages 1 – 8 are complete, we use intricate rules to scale adspend according the exact adsets where profit is being delivered.

THE BOLT COMMENCE SCALE AND SUCCESS SYSTEM



- **An integrated approach**
- **Other factors:** PR & Influencers, great customers service AND a GOOD PRODUCT



2.07B

People access
Facebook
monthly
on mobile



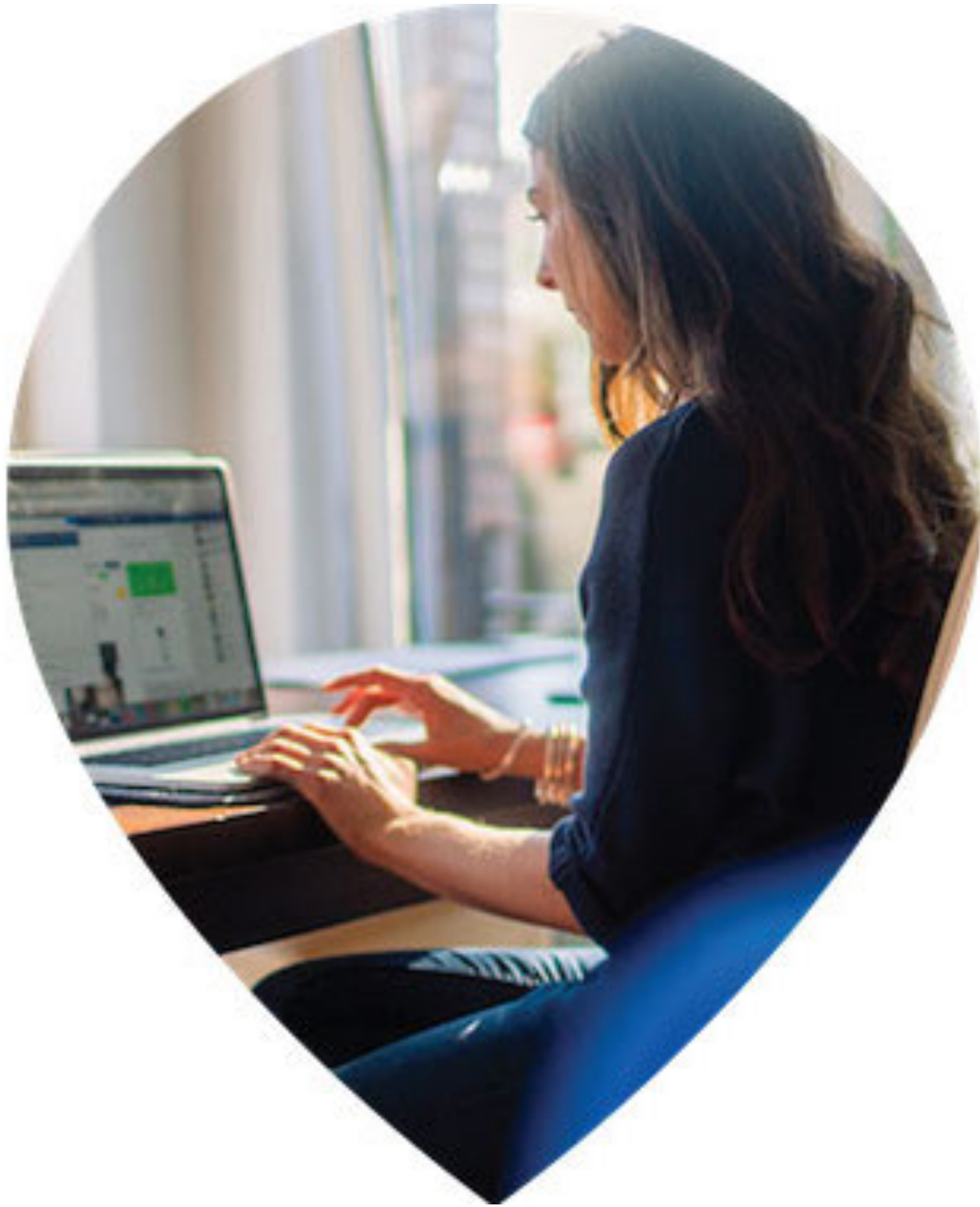
40min

Time people spend
on Facebook
a day



Nothing at
Facebook is
somebody
else's
problem.

**BUT STOP
RIGHT HERE!**



Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

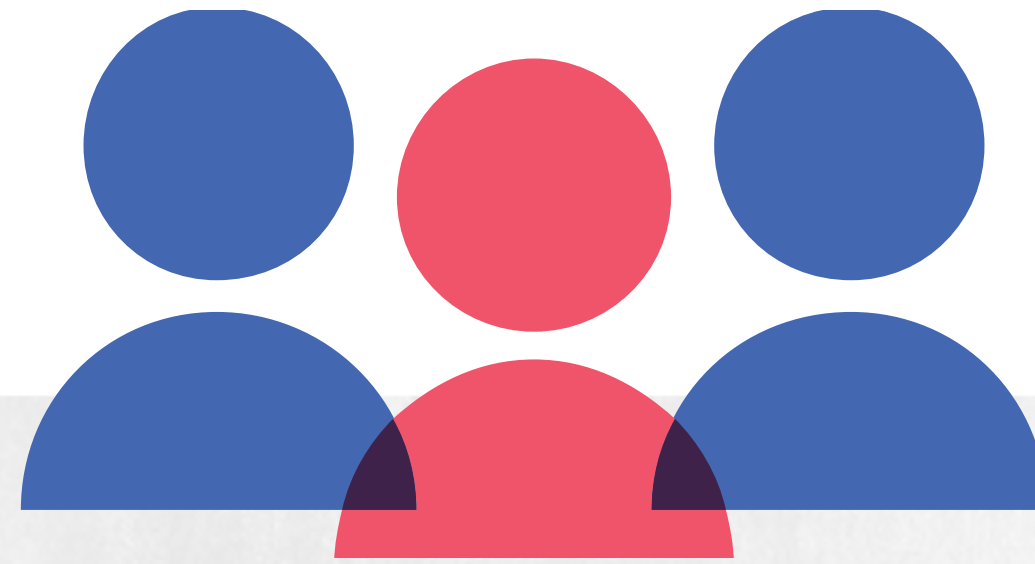
Create a Pixel



Who do you
want to reach?



Core Audiences



Custom Audiences



Lookalike Audiences



Core Audiences

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations | Browse

Add Bulk Locations...

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

- ▶ Demographics ⓘ
- ▶ Interests ⓘ
- ▶ Behaviors ⓘ
- ▶ More Categories ⓘ

Save This Audience



Core Audiences

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Exclude | Create New ▼

Locations ⓘ

United States

📍 **United States**

📍 Include ▼ | Type to add more locations [Browse](#)

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

[Suggestions](#) | [Browse](#)

- ▶ **Demographics** ⓘ
- ▶ **Interests** ⓘ
- ▶ **Behaviors** ⓘ
- ▶ **More Categories** ⓘ

AUDIENCE METER

Create Audience



Select the location, age, gender and interests of people you want to reach with your ad.

Name

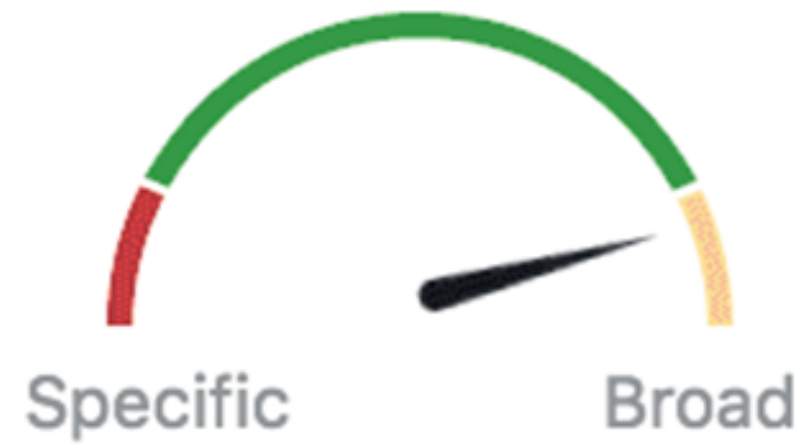
New Audience for Spring Line

Gender ⓘ

All

Men

Women



Your estimated audience is **broad**. You may need a large budget to reach this many people.

Potential Audience Size: 160,000,000 people ⓘ

Cancel

Save

Detailed Targeting ⓘ

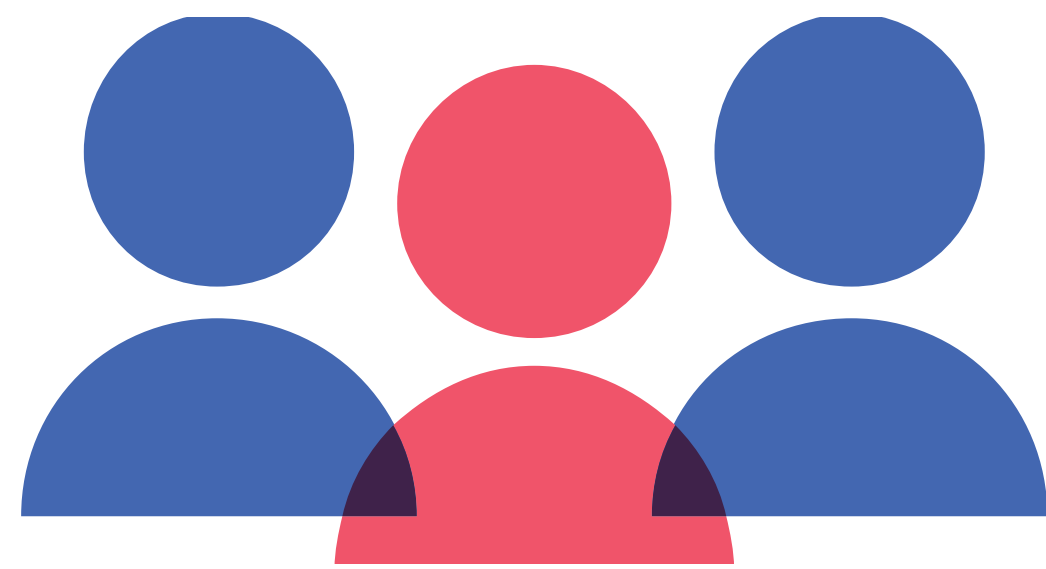


Your audience size is **defined**. Good job!

Potential Audience Size: 600,000 people ⓘ

Cancel

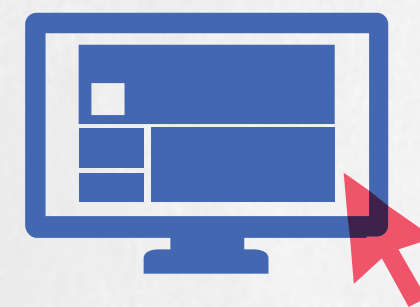
Save



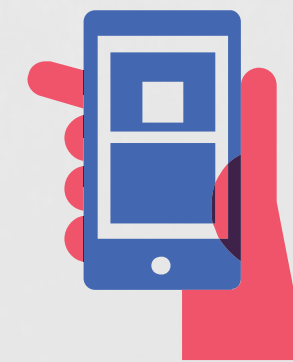
Loyal customers

Custom Audiences

Reach people
you already
know

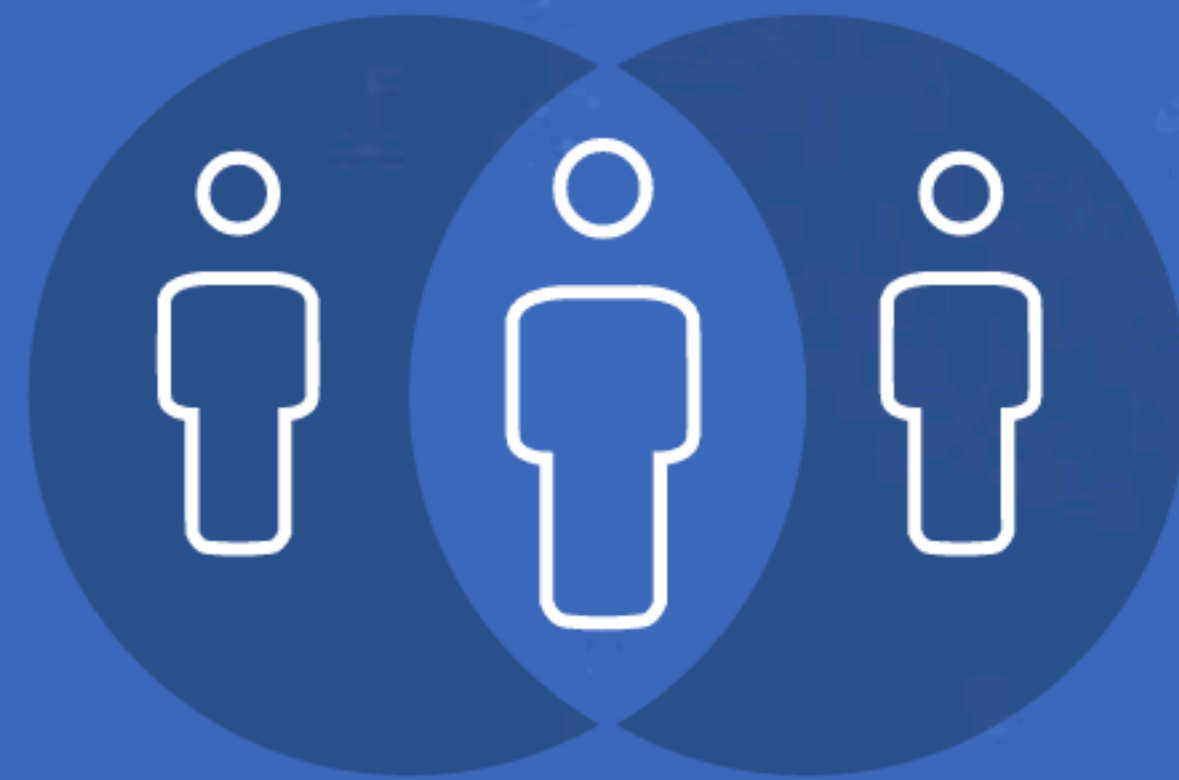


Site visitors





Mobile users

CUSTOM AUDIENCES INCLUDE



CUSTOM
AUDIENCES

- Your actual customers
- Your email list
- Those who have engaged with your content on Facebook
- **Your website visitors** 
- **People who have bought specific items/visited specific pages on your website.** 

Natasha Courtenay-Smith (1015652671... ▼

Create Audience ▼

Filters ▼

Customise Columns ▼

Create Ad

Custom Audience
Lookalike Audience
Saved Audience

har sign up

Type

Custom /
Website



Custom: Facebook event attendees

Custom /
Customer



Custom: Video For Brand Opt In Page

Custom /
Website

Create Audience



Pixel  **Natasha Courtenay-Smith's Pixel**

Pixel ID: 516150625256183

Website traffic 

Anyone who visits your website ▼

✓ **Anyone who visits your website**

People who visit specific web pages

People who visit specific web pages but not others

People who haven't visited in a certain amount of time

Based on time spent on your website **NEW**

Custom combination

In the Last 

Audience Name

Enter a name for your audience

[Add a description](#)

ins (optional). 

Browse



Cancel

Create Audience



<input type="checkbox"/>	Custom: VC (2-7 Days)	Custom Audience Website
<input type="checkbox"/>	Custom: ATC: Last 7 Days	Custom Audience Website
<input type="checkbox"/>	Custom: ATC: Days 0-2	Custom Audience Website
<input type="checkbox"/>	Custom: ATC 2 Days IC 14 or Pur 30	Custom Audience Website
<input type="checkbox"/>	Custom: Initiate Checkout: Last 14 Days	Custom Audience Website
<input type="checkbox"/>	Custom: Purchase - Last 30 Days	Custom Audience Website



Lookalike audiences

Anna Williams (253121639)

Campaign

Objective

Ad Set

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Text

Search

Anna

Help

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source

Choose a Custom Audience or a Page.

Create new

Location

Search for countries or regions to target

Browse

Audience Size

012345678910

% of countries

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options

Cancel

Create Audience

Switch to Quick Creation

Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

Audience Size

Broad

Your audience selection is fairly broad.

Potential Reach: 228,000,000 people

Estimated Daily Results

Reach

15,000 - 93,000

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Include

Type to add more locations

Browse

Add Locations in Bulk

Age

18

-

65+

Gender

All

Men

Women

Languages

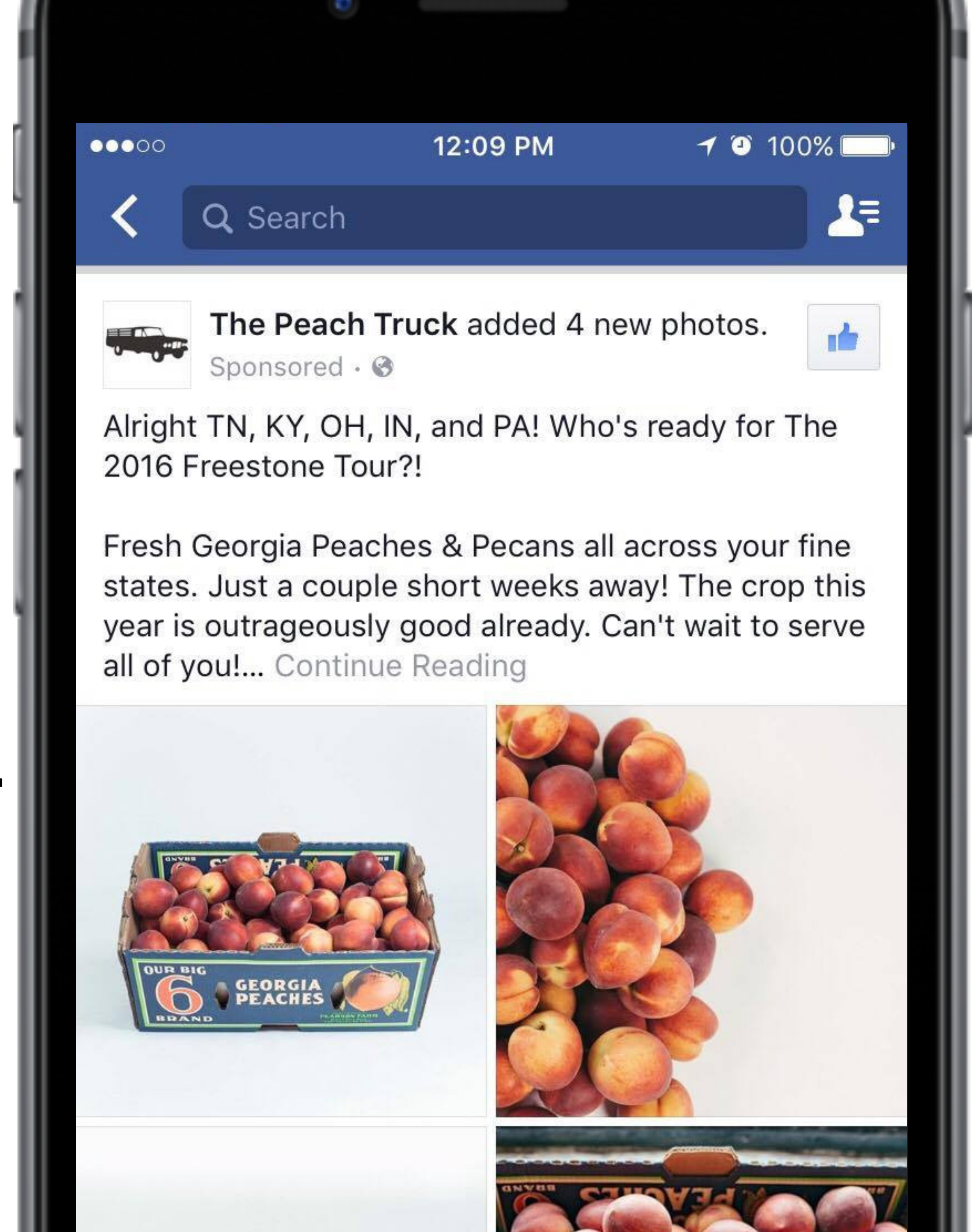
Enter a language...

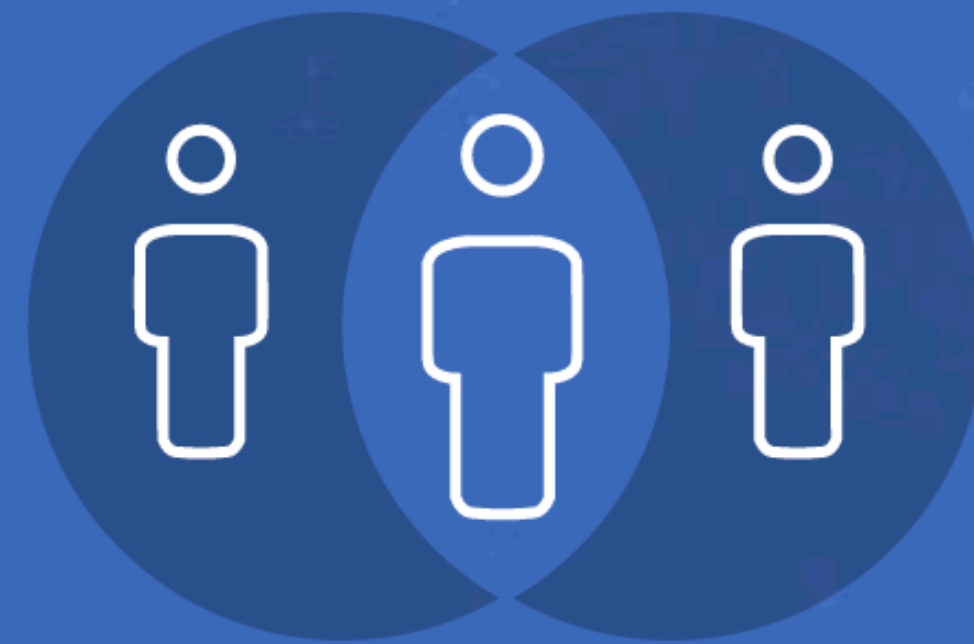
Detailed Targeting

INCLUDE people who match at least ONE of the following

LOOKALIKE AUDIENCES

- **100% lift** in sales year over year





CUSTOM
AUDIENCES



LOOKALIKE
AUDIENCES

Suggested Post



Bloom & Wild

Sponsored ·

Floral gifts that suit every style, through the letterbox. Get £10 off your first order with code 10FBL and get fresh flowers delivered from just £10



Fresh long lasting flowers

Bloom & Wild

Shop Now



Delivery through the Letterbox

Bloom & Wild

371

17 Comments 25 Shares

Like Comment Share Buffer



Bloom & Wild

Sponsored ·

Floral gifts that suit every style, through the letterbox. Get £10 off your first order with code 10FBL and get fresh flowers delivered from just £10

About this Facebook advert

Why am I seeing this advert?

You're seeing this advert because **Bloom & Wild** wants to reach **women aged 25 and older who live in the United Kingdom**. This is information based on your Facebook profile and where you've connected to the Internet.

[Manage Your Advert Preferences](#)

Tell us what you think

Was this explanation useful? [Yes](#) [No](#)

[Learn more about Facebook Adverts](#)

Fresh long lasting flowers

Bloom & Wild

Shop Now

Delivery through the Letterbox

Bloom & Wild

371

17 Comments 25 Shares

Like Comment Share Buffer

About this Facebook advert

Why am I seeing this advert?

Options

One reason why you're seeing this advert is that [Liz Earle Naturally Active Skincare](#) has added you to a list of people who they want to reach on Facebook. They were able to reach you because you're on their customer list or you've provided them with your contact information outside Facebook.

There may be other reasons why you're seeing this advert, including that Liz Earle Naturally Active Skincare wants to reach **women aged 13 and older who live or have recently been in the United Kingdom**. This is information based on your Facebook profile and where you've connected to the Internet.

Manage Your Advert Preferences

Tell us what you think

Was this explanation useful? [Yes](#) [No](#)

Learn more about Facebook Adverts

Sponsored

Create Advert



Liz Earle Naturally Active Skincare

uk.lizearle.com

Reveal your natural glow with Cleanse & Polish
200ml – only £19.50, worth £30.50


Katie Chapman, Andrew Dagnell and Philippa Reece Winter like Trouva. ▼

T

Trouva

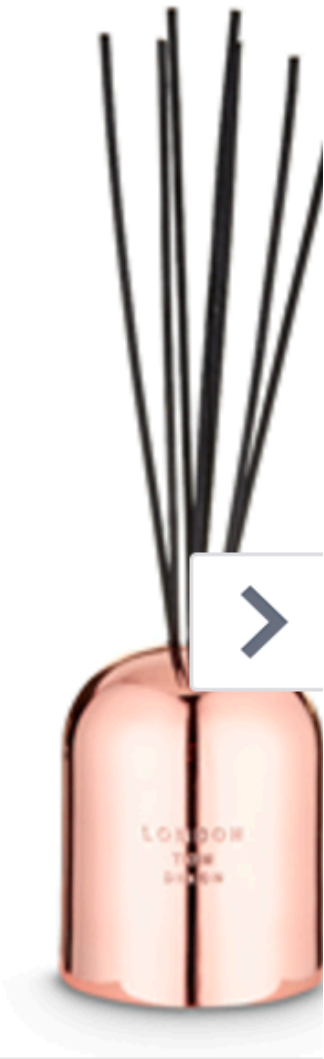
Sponsored · 🌐

Looking for a gift for Mother's day? We've done the hard work for you. Discover a selection of hand-picked products from the UK's best independent boutiques. Fast & free shipping over £50. Shop now.



Gifts For Mum

Shop Now




Gifts For Mum

👍❤️

6

1 Comment



▼

👍 Like

💬 Comment

🔄 Buffer

➦ Share

About this Facebook advert ✕

Why am I seeing this advert?

Options ▼

One reason why you're seeing this advert is that **Trouva** wants to reach **people who may be similar to their customers**. [Learn more](#).

There may be other reasons why you're seeing this advert, including that Trouva wants to reach **women aged 22 to 40 who live or have recently been in England**. This is information based on your Facebook profile and where you've connected to the Internet.


[⚙️ Manage Your Advert Preferences](#)

Tell us what you think

Was this explanation useful? [Yes](#) [No](#)

i

Learn more about Facebook Adverts














Ad Objectives

Translate your business goal into your ad objective

I want to drive...

Ad objective categories

Ad objectives

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	












Ad Objectives

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I want to drive...

Ad objective categories

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Awareness	Consideration	Conversion
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Ad Objectives

Translate your business goal into your ad objective

I want to drive...

Ad objective categories

Ad objectives

Awareness		Consideration	Conversion
 Brand awareness	 Reach	 Traffic	 Conversions
		 Engagement	 Catalog sales
		 App installs	 Store visits
		 Video views	
		 Lead generation	
		 Messages	

Objective: Conversion

Get people to
such as addi
pixel

Campaig

Ke

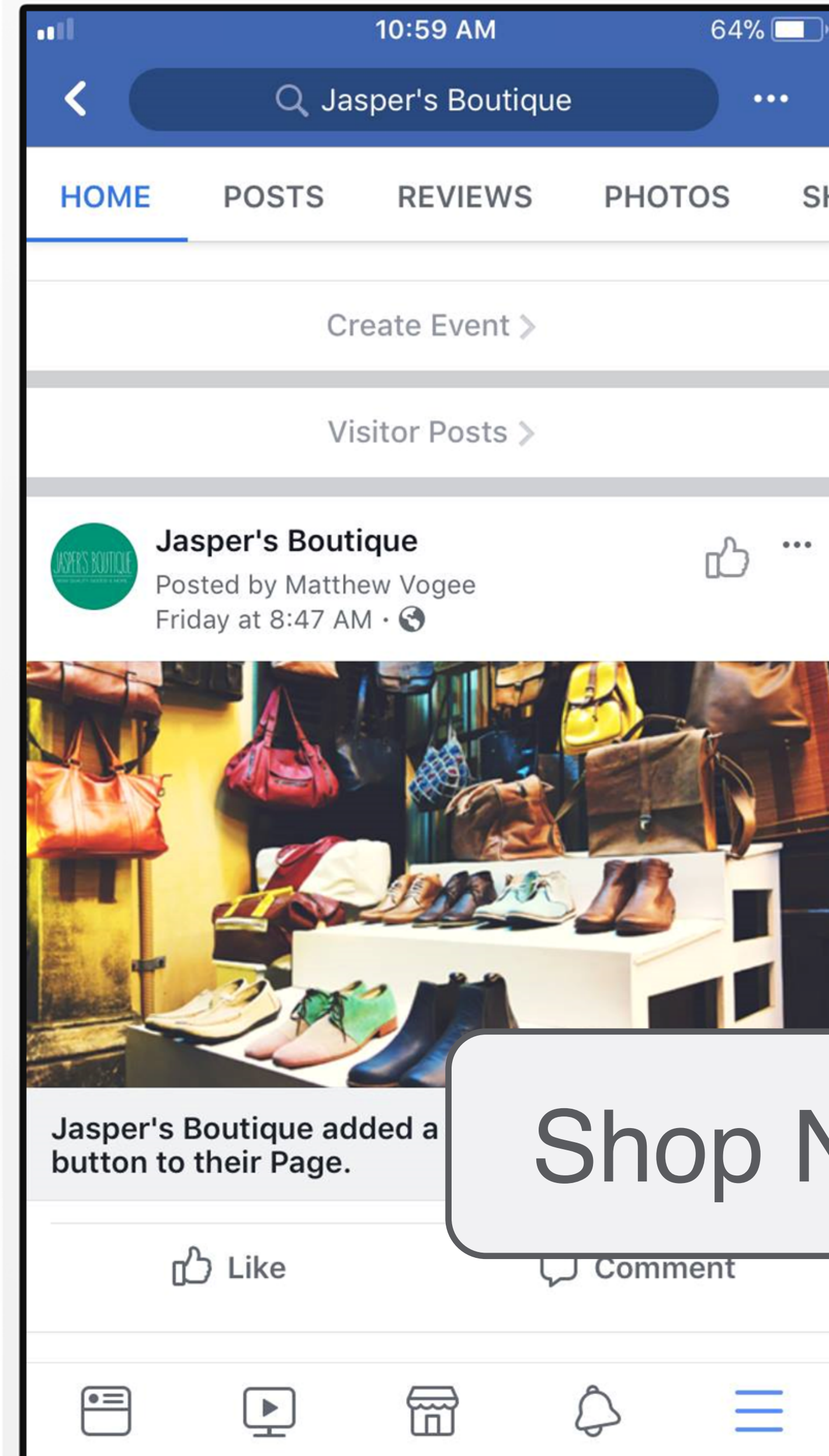
Crea

NEW Budget

essenger,
facebook

sure:

ative,
ry





Where will people
see your ad?

Reaching people across
the Facebook family of
apps and services

facebook

Family of apps and services



Facebook



Instagram



Audience
Network



Messenger



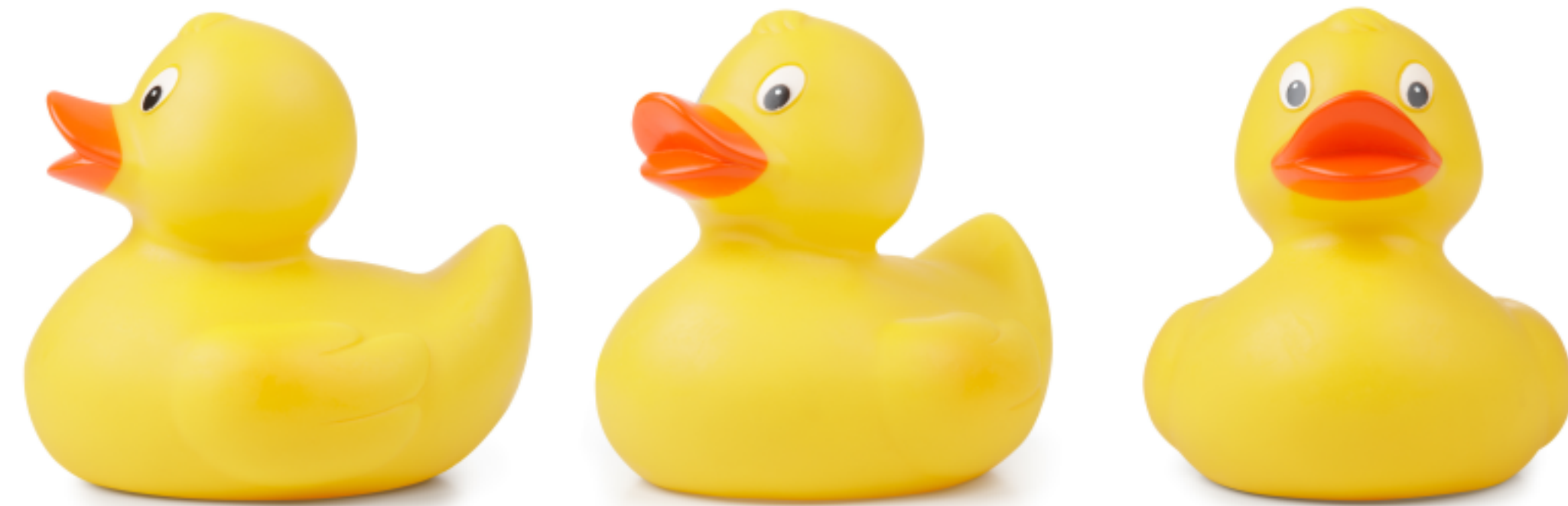
Workplace



STOP AGAIN!



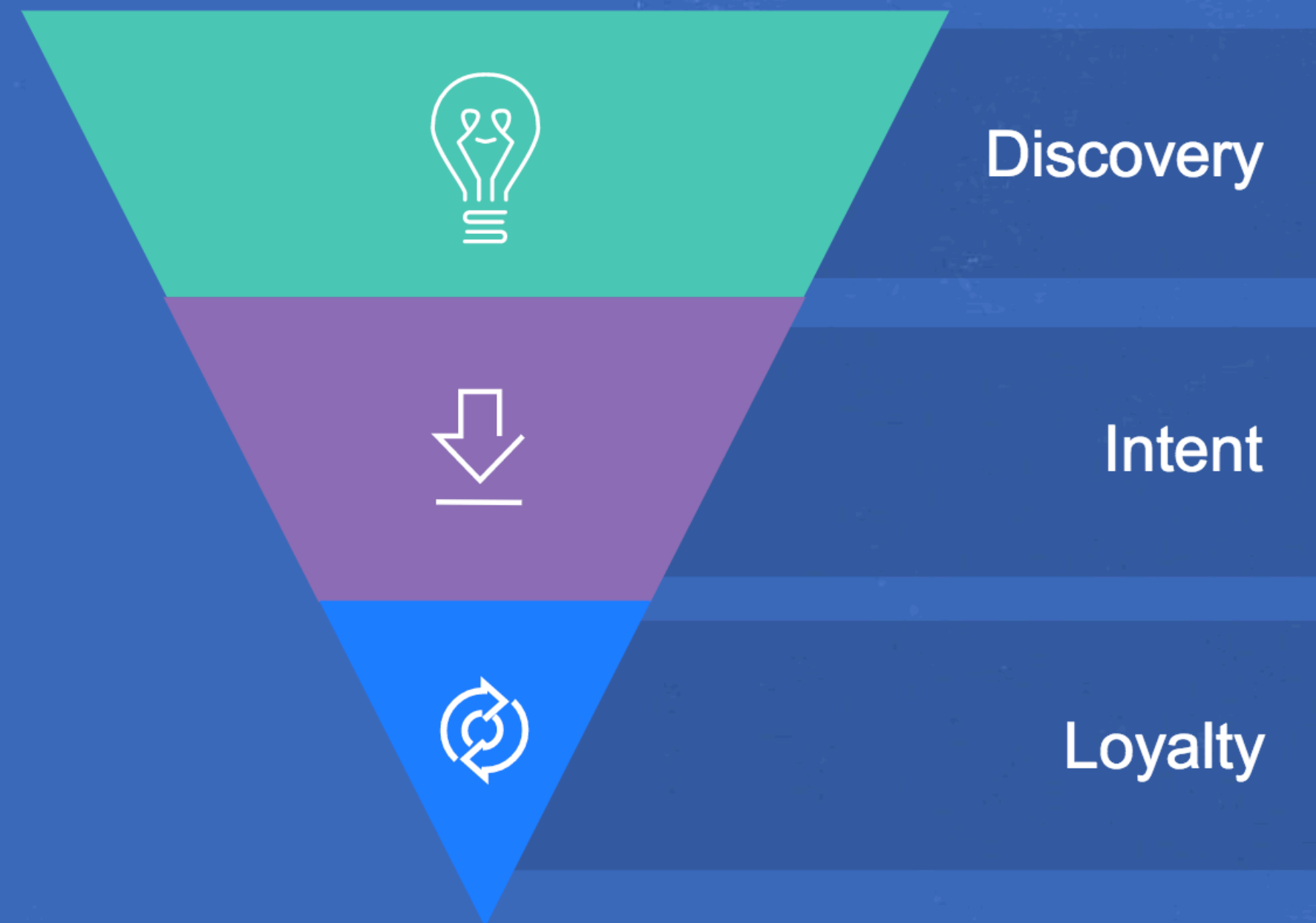
THE ECOMMERCE FUNNEL FOR CUSTOMER ACQUISITION

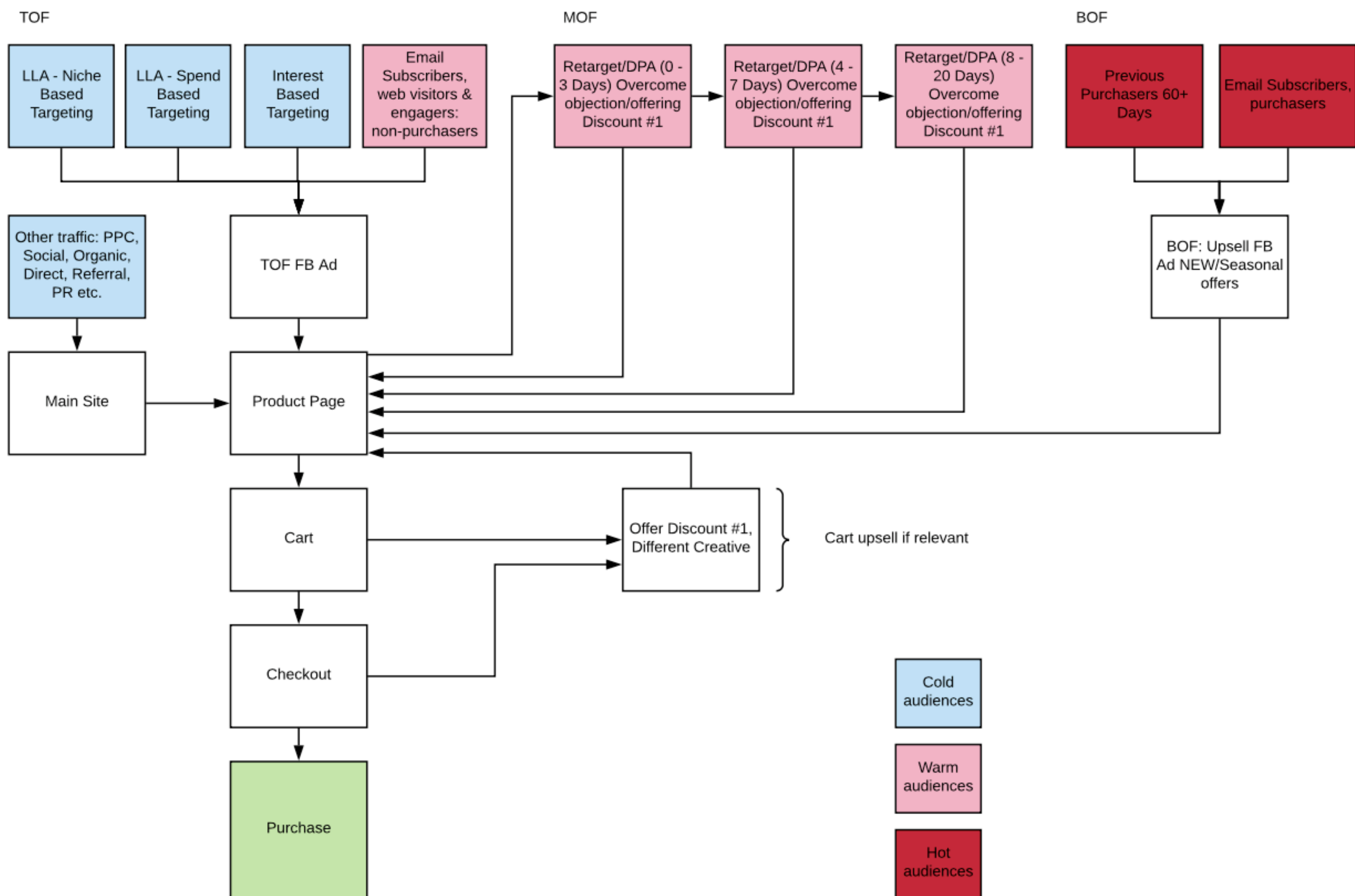


Get your ducks in a row

- You will get better results if you focus first on building custom audiences: increasing website traffic, building up email lists, increasing social followers, increasing video engagement.
- Unless you have large pockets, get your ducks in a row for more efficient advertising.
- Build your own world/custom audiences.
- KEEP DOING THIS EVEN WHEN YOU START ADVERTISING

THE MARKETING FUNNEL





Account overview			Campaigns			Ad sets		
+ Create			Duplicate			Edit		
						Rules		
		Campaign name		Delivery	Results	Reach	Impressions	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOF VC (30-180) ATC Spring Offer		Active	13 Adds to Bas...	6,002	16,393	Pei
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOF Various Engagers M+F Various Testimo...		Active	— Multiple co...	20,159	45,376	Mu
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BOF - ATC/IC-RT Female - 10% OFF, Various Cr...		Active	65 Link Clicks	386	2,831	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BOF RT-ATC/IC Male - 10% OFF		Active	8 Link Clicks	86	696	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOF VC-RT Days 0-2, 5 Male 10% OFF & J...		Active	173 Landing pa...	2,055	11,588	Pei
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOF VC-RT Female Various Creative & Offers		Active	466 Landing pa...	4,120	19,533	Pei
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF - Mens Product - Direct - WC		Active	— Multiple co...	106,861	286,495	Mu
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF - Womens product - Purchase conversion		Active	319 Purchases	167,865	330,929	
<input type="checkbox"/>	<input type="checkbox"/>	BOF Subscription Up Sell Free P&P		Inactive	95 Views Cont...	1,674	7,782	Pei
<input type="checkbox"/>	<input type="checkbox"/>	TOF FB Engager Friends [Test Campaign]		Inactive	— Purchase	2,919	3,496	
<input type="checkbox"/>	<input type="checkbox"/>	BOF New Taste Awareness Reach		Inactive	124 Reach	124	144	Pe
<input type="checkbox"/>	<input type="checkbox"/>	TOF Creative Testing PPE		Inactive	— Post Engag...	—	—	Pe
<input type="checkbox"/>	<input type="checkbox"/>	TOF Engagement Campaign Social Proof Ads		Inactive	— Post Engag...	—	—	Pe
<input type="checkbox"/>	<input type="checkbox"/>	BOF Pur w/o Subscription F ATC Optimise		Inactive	— Conversion:...	—	—	Pe
Results from 86 campaigns					—	278,298 People	725,263 Total	



Account overview

Campaigns

Ad sets

+ Create







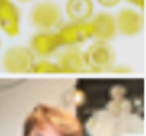


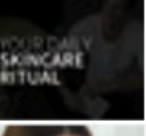




+ Duplicate

Edit

Rules

<input type="checkbox"/>		Ad set name		Delivery	Results	Reach	Impressions	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	6. MENS 3s TOF Video Views (7 Days) Auto - ...		Active (learning) 2 approved	4 Purchases	3,249	5,329	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	5. WOMENS 3s TOF Video Views (7 Days) Aut...		Active (learning) 1 approved	4 Purchases	3,938	5,031	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ATC & IC (0-14) Female INSTA STORIES		Active (learning) 1 approved	14 Landing pa...	65	207	Pe
<input type="checkbox"/>	<input checked="" type="checkbox"/>	VC (14 - 28 Days) Female Auto Abstract Cre...		Active (learning) 2 approved	102 Landing pa...	1,781	7,694	Pe
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LLA (5%, GB) - ATC Mens Product (30 Days) M...		Active (learning) 2 approved	36 Purchases	46,134	83,884	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LLA (GB, 10%) ATC (30 Days) F35-65+		Active Initial learning complete	79 Purchases	68,801	95,715	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Interest Based Audience 1 M35-60 M+D (Fee...		Active (learning) 2 approved	58 Purchases	51,710	123,064	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	VC (0 - 7 Days) Female Auto Testimonial Pa...		Active Initial learning complete	328 Landing pa...	2,957	10,184	Pe
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Interest Based Audience 1 F45-55 M+D (Feed...		Active Initial learning complete	69 Purchases	34,479	77,860	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1. VC (30-180 Days) ATC F M+D (FB & Insta)		Active (learning) 3 approved	13 Adds to Bas...	6,002	16,393	Pe
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ATC (0-7) & IC (14) Male M+D Feed & Insta		Active 2 approved	8 Link Clicks	86	696	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	VC (0 - 7 Days) Male M+D, FB + Insta 10% O...		Active Initial learning complete	108 Landing pa...	1,539	7,240	Pe
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ATC (0-7) Female M+D Automatic Placement		Active 3 approved	13 Link Clicks	177	1,085	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ATC (8 - 15 Days) Female Automatic Placeme...		Active Initial learning complete	23 Link Clicks	214	1,038	
		► Results from 307 ad sets			—	278,298	725,263	
		Loading...				People	Total	

BOLT

Account overview			Campaigns			Ad sets			
+ Create			Duplicate			Edit			Preview Rules
		Ad name			Delivery	Results	Reach	Impressions	
		 1. Squared Lemon Creative - 100FF			Active	— Add to Bask...	112	143	Per
		 Insta Story Creative - 10% OFF			Active	3 Adds to Bas...	3,055	4,723	Per
		 Jamie BENEFITS video			Active	4 Purchases	12,459	15,911	
		 Jamie BENEFITS video			Active	10 Purchases	25,288	36,329	
		 Subscribe social proofed			Active	28 Landing pa...	982	2,104	Per
		 Insta Story Creative - 10% OFF			Active	14 Landing pa...	65	207	Per
		 Jamie Testimonial - How to take			Active	4 Purchases	2,868	4,286	
		 Maxine Story			Active	4 Purchases	3,938	5,031	
		 2. Bri Slideshow Video			Active	32 Purchases	41,776	67,973	
		 1. Abstract Creative Video			Active	74 Landing pa...	1,518	5,590	Per
		 1. Kamal Video Cut Creative			Active	108 Purchases	50,511	88,332	
		 1. Kamal Video Cut Creative			Active	55 Purchases	32,751	67,236	
		 1. Kamal Video Cut Creative			Active	79 Purchases	68,801	95,715	
		 Interest Based Audience 1 F35-60 M+D (Fee...			Active	14 Purchases	5,730	10,624	
▶ Results from 433 ads						—	278,298	725,263	
Loading...							People	Total	



Funnel optimisation...

Once the funnel is in place, ongoing campaign management involves:

- Continuing building upon Campaign, Audience, Targeting, and conversion lessons learned.
- On-going Campaign Management, including: Strategy, Copy, Creatives, Split-Testing.
- Optimisation and Scaling of Successful Ad campaigns and Retargeting campaigns.
- Continued creation & improvement of Facebook Ads campaigns based on strategies that work.
- Continued creation & improvement of Facebook retargeting campaigns based on strategies that work
- Audience and conversion data collection and analysis.
- Advising on Recommend Ad Spend to enable scaling.
- Monthly reporting of ad results.
- Management of bot and continued improvement of bot campaign.

We call it babysitting - and every account we work on needs babysitting for at least 27 hours per month





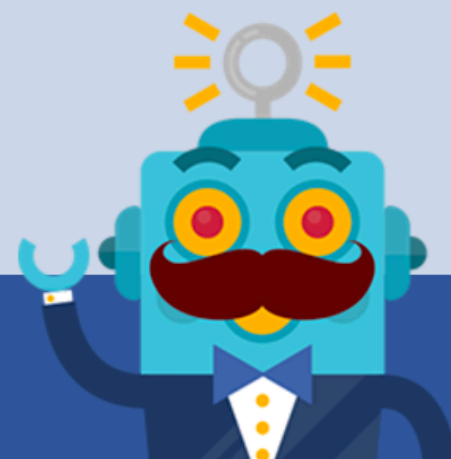
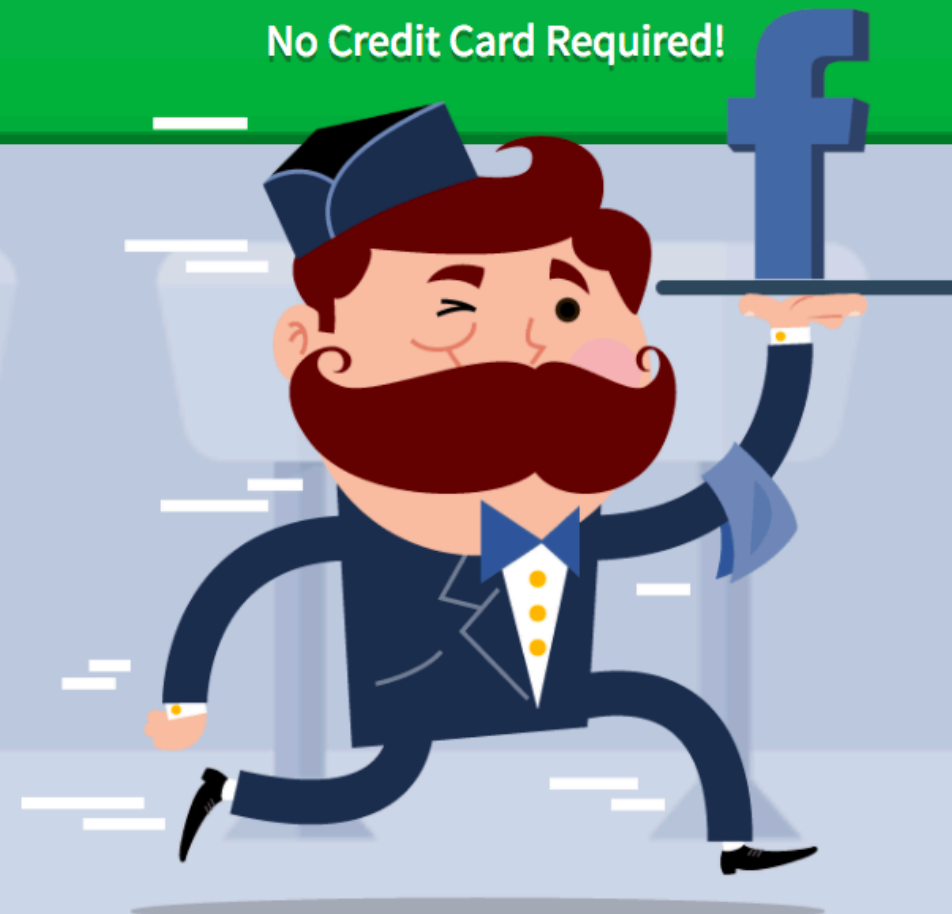
SPLIT TESTING


Optimize your Facebook Ads as Easily as Making your Morning Coffee

Why not get more money from your Facebook Ads with less work? Claim your free 14-day trial of AdEspresso now.

Start Your Free Trial Now!

No Credit Card Required!



 Instagram Partner

 Marketing Partner

AUTOMATIC AD OPTIMIZATION IS HERE.



Only a few hours from the capital and set in the blissful, private Somerleyton estate. Bespoke and concierge service Shedrooms offer a high end, magical second home in the country.



Earn extra income on your luxury second home ownership starting at £50

income on your
ownership sta

Do you really want to pause
ALL the ads with this value?

Yes

No

34	Clicks	13
1.555%	Click through	1.060%
£0.553	Cost per click	£0.828
7	Conversions	3
20.588%	Conversion rate	23.077%
£2.687	🏆 Cost per conversion	£3.590
£8.605	Cost per 1k imp.	£8.785
2,186	Impressions	1,226
£18.81	Spent	£10.77

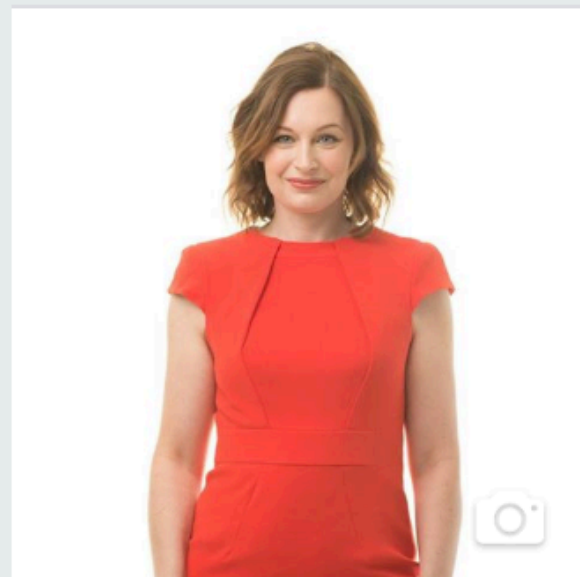
▼ See all conversions ▼

Custom audience

4.066%	Click through
£0.141	Cost per click
824	Clicks
20,264	Impressions
£116.04	Spent

Lookalike

1.299%	Click through
£1.007	Cost per click
67	Clicks
5,159	Impressions
£67.44	Spent



Natasha
Courtenay-Smith
@natashacourtenaysmith
biz

- Home
- Posts
- Videos
- Live videos
- Groups
- About
- Community
- Photos

Promote
Manage promotions

- Edit Page Info
- View as Page Visitor
- View Insights
- ...

Like · Reply · Commented on by Natasha Courtenay-Smith [?] · 1W

 **Natasha Courtenay-Smith**
Published by Natasha Courtenay-Smith [?] · 8 June at 16:43 · 

It's Friday, which means its time for my FB ads creative round up of the week. If you're running ads for your ecom business or brand then use what other brands are doing to help spark creative ideas.

I'm sharing some creative inspiration from the brands that are targeting me on Facebook - remember never stop testing creatives (alongside the technical stuff like audiences and optimisation) as there's always room for ads to improve and get better results!

FACEBOOK AD
CREATIVE IDEAS
JUNE 2018

TASH COURTENAY-SMITH, CEO BOLT DIGITAL MEDIA

  -3:58    



Your choices

- **DIY** Manage the deep complexity of the campaigns and ad spend and try to figure out how to acquire the level of experience and expertise that you need to not waste money and optimise every pound that you spend.
- **DWY** Recruit a part time or full time employee or employees with all of the associated costs and commitment necessary to recruit, train and manage more employees.
- **DFY** Work with an agency and people you like and trust that can minimise your time and ad spend and maximise your revenue and profits.



BOLT

BLUEPRINT

WHAT IS A FACEBOOK FUNNEL?

Facebook has huge selling power, but not without a sales funnel. Users log onto Facebook for fun and entertainment, not purchase products or services they've never thought of before.

A Facebook sales funnel is designed to capture users' interest and nurture them until they're ready to purchase.

Funnels use relevant messages/content to appeal to users at different stages of consideration for purchasing in order to slowly move them closer to conversion.

YOUR PERSONALISED AUDIT & STRATEGY SESSION

You know that Facebook funnels and ads will work for your business, but you feel overwhelmed by what to do and where to start.

Bolt Blueprint allows us to audit, strategise and map out a personalised social, content, email and advertising plan for your business. The final Blueprint report will be entirely customised to you and your needs and will be a strategy you and your team could implement directly.

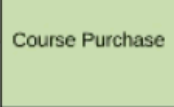
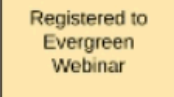
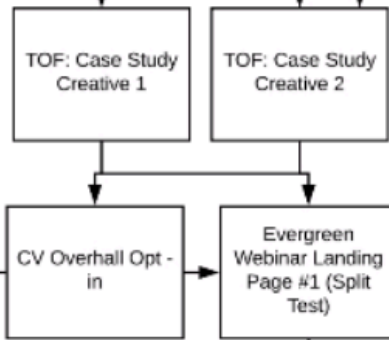
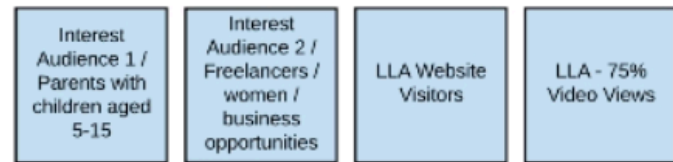
£995

BOLT

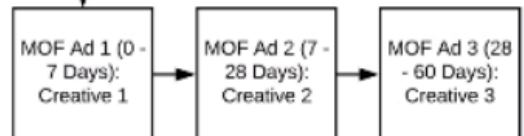
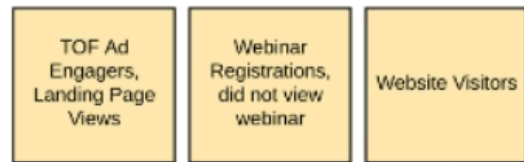
BLUEPRINT

Tech Pixies Funnel

TOF: Obj: to create awareness, get webinar registrations & opt ins



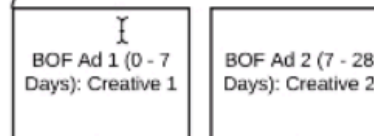
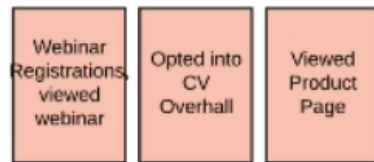
MOF: Obj: webinar sign ups, product page views



Can be expanded depending on available creatives



BOF: Course Sales



Can be expanded depending on available creatives

Key Metrics:

TOF: CTR = 1%, CPC < £1, CPL < £3-5, CPMs < £15

MOF: CTR 0.8-4% (dependent on number of MOF campaigns), CPC (£1-4), CPMs < £30

Opt In Page CVR > 10%
Webinar Reg Page CVR > 10%
Product Page CVR > 1.5%

Key Audiences:

TOF Interest Audiences
Lookalike Audiences

MOF Ad Video Views (75%, Last 7 Days)
Website Visitors (0-7, 7-28, 28 - 60)

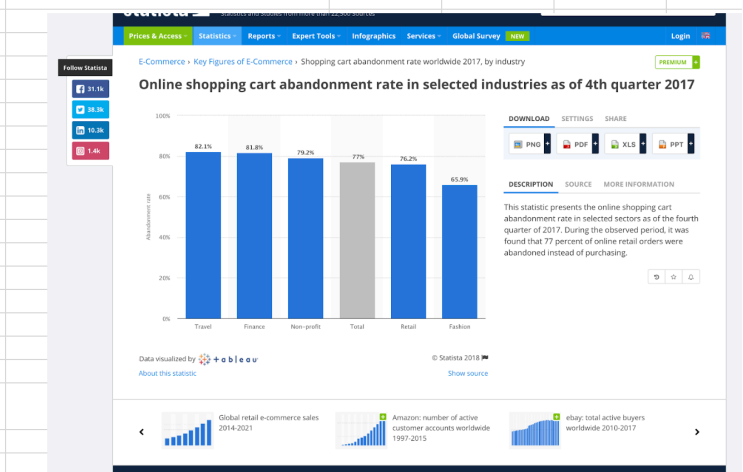
BOF Webinar Registrations (0-60 days)
Product Page Views (0- 30 days)

RETURN ON INVESTMENT CALCULATOR - BETA		Tech pixies	
Revenue Target		£	20,000
Average Revenue Per Sale		£	240.00
No of sales at Price Point required to hit revenue targets			83
Website conversion rate			2%
Link clicks required			4,167
Ad CTR			2.0%
Estimated CPC		£	1.50
Reach required to hit target			208,333
FB Ad Spend Required		£	6,250
Cost Per Sale (CPA)		£	75.00

Return on Investment			
Estimated Gross Profit %			70%
No of months of Bolt			
Repurchase rate (accreditation)			50%
FB Ad Spend Against Revenue			31%
Income			
	Initial Order		£20,000
	2nd Order		£10,000
	3rd Order		£0
Total Income			£30,000
Costs			
	Direct Costs		£9,000
	FB Ad Spend		£6,250
	Bolt Fees		
Total Cost			£15,250
MONTHLY NET PROFIT from Campaign			£14,750
Return on Investment			236%

Abandoned Cart Missed Revenue	
Website Conversion	Industry Average
Page Views	116,000
Sales	1,100
Conversion Rate	0.95%
(Industry average is 2-5%)	
Estimated sales	
Average order value	£ 40.00
Sales	1,100
Estimated monthly sales	£ 44,000
Cart Conversion	
Add to cart	7,300
Purchase	1,100
Client Conversion (add to cart > purchase)	15.07%
Abandoned Cart	
Client Average	84.93%
(Industry Average 68-80%)	
Potential Reclaim Sales	Industry Average
Add to cart	7,300
Actual Purchase	1,100
Average A2C TO Purchase (Fashion 34.1% convert)	2,482
MISSED PURCHASES	1,382
Average order value	£ 40.00
ADDITIONAL REVENUE	£ 55,280

Enter Data into Blue Boxes

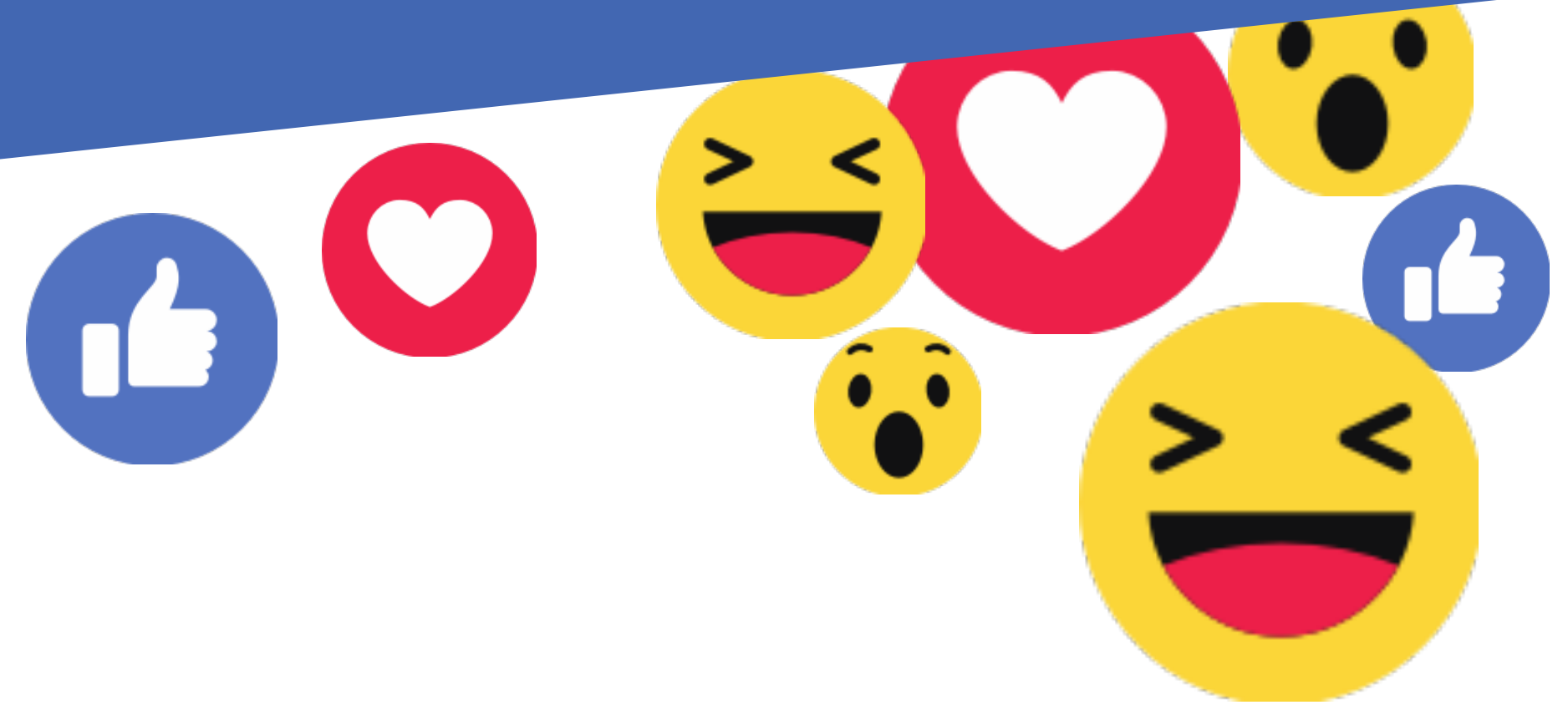


Let's talk.

Got a question?

tash@boltdigital.media





Thank you!