



Comprehensive Marketing Plan for a Local Business Selling Services and Aiming to Generate Leads Using Facebook Ads

Client Profile


- **Business Type:** Local Business
- **Product/Service:** Services
- **Goal:** Generate Leads
- **Budget:** \$299 to \$749 per month

Overview


Understanding your need for quality leads as a local business offering services, we've thoroughly evaluated your marketing budget options of \$299 to \$749 per month. Our top recommendation is to start with Facebook Ads, and here's why:

Why Facebook Ads Are Ideal for Your Budget and Goals

- **Speed and Efficiency:** Facebook Ads are renowned for delivering quick results. In the realm of radio, PPC, email marketing, YouTube, and others, Facebook Ads stand out for their ability to generate high returns in a short amount of time, which is crucial for your business goals.
- **Targeted Lead Generation:** Facebook's sophisticated targeting tools allow us to pinpoint your ideal audience. This means your ads reach potential customers who are most likely to need your services, leading to higher quality leads.

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- **Maximized Return on Investment:** With Facebook Ads, you get more bang for your buck. Even with smaller budgets, the platform's cost-effectiveness ensures your ad spend translates into tangible results.

In conclusion, with your current budget, starting with Facebook Ads is the most strategic choice for quick, efficient, and quality lead generation. This budget range offers a more aggressive approach, leveraging increased ad spend for greater returns. It's a cost-effective strategy for your business to see substantial results faster.

Facebook Ads Strategy

Objective: Drive targeted traffic to the website, generate high-quality leads, and optimize ad targeting for the best potential leads.

Step-by-Step Plan



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A. Audience Targeting

1. Custom Audiences:

- Utilize Facebook's Custom Audiences to target users based on their interaction with your website, Facebook page, and previous advertisements.
- Create Lookalike Audiences to find new potential customers similar to your existing customer base.

2. Location Targeting:

- Focus on targeting users within your local area. Use precise geographic targeting to ensure ads are shown to people who are likely to visit or use your local services.


B. Ad Campaign Structure

1. Awareness Campaign:

- **Ad Type:** Video Ads, Carousel Ads, Image Ads
- **Objective:** Introduce your business and its services to a broader audience.
- **Content:** Engaging videos or images showcasing your services, customer testimonials, and unique selling points.
- **Targeting:** Broad targeting with interests related to the services offered.

2. Consideration Campaign:

- **Ad Type:** Lead Generation Ads
- **Objective:** Drive potential customers to your website.

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- **Content:** Attractive offers such as free consultations, e-books, or special promotions.
- **Targeting:** Custom Audiences from the Awareness Campaign and Lookalike Audiences.

3. **Conversion Campaign:**

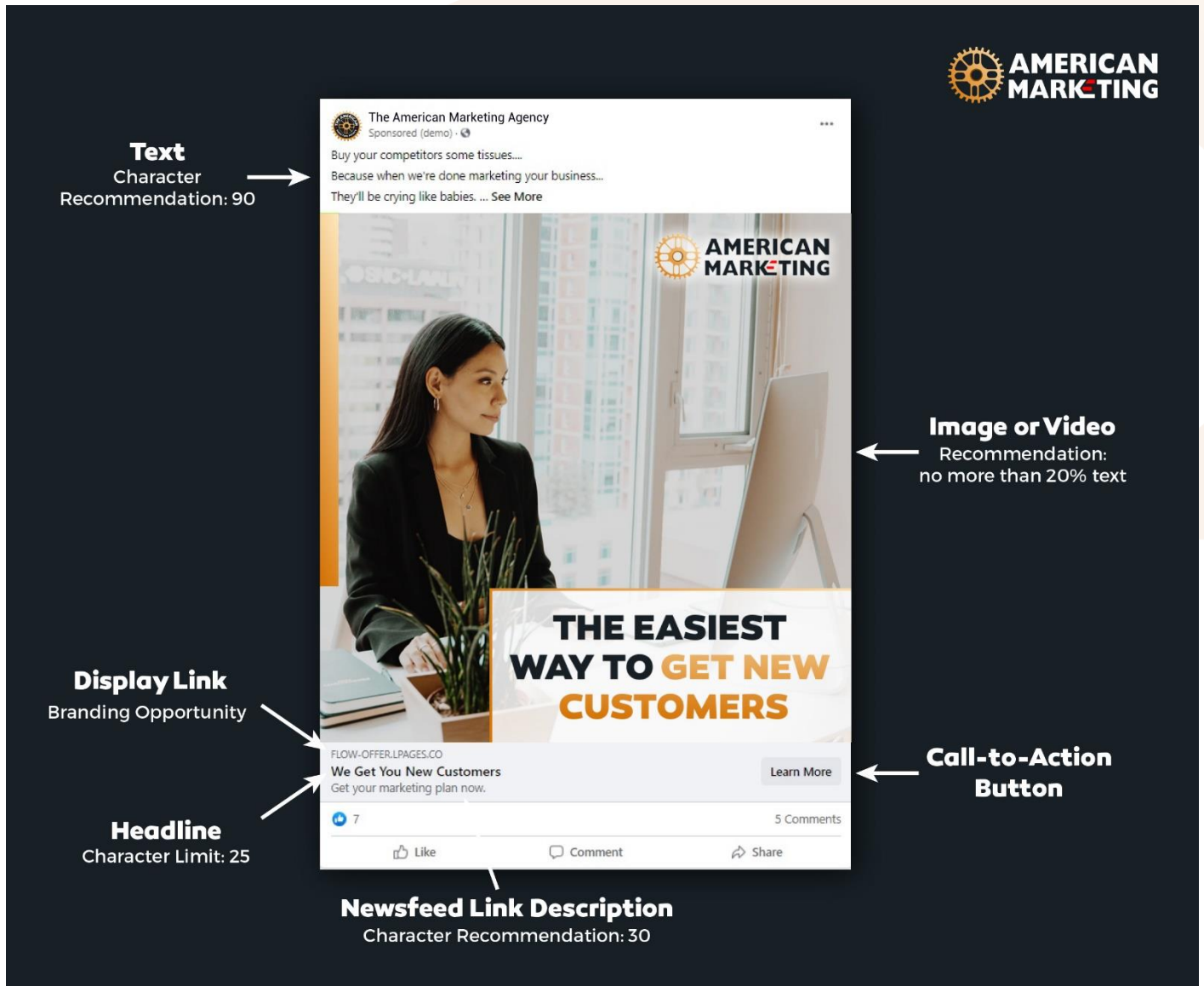
- **Ad Type:** Retargeting Ads
- **Objective:** Convert website visitors into leads by driving them to complete specific actions on your website (e.g., booking an appointment, filling out a form).
- **Content:** Retarget users who interacted with previous ads or visited the website. Offer discounts or special promotions to incentivize conversions.
- **Targeting:** Users who engaged with previous ads, visited the website, or abandoned their shopping carts.

C. Ad Creative and Copy

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Text
Character Recommendation: 90

Image or Video
Recommendation: no more than 20% text

Headline
Character Limit: 25

Display Link
Branding Opportunity

Call-to-Action Button

Newsfeed Link Description
Character Recommendation: 30

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1. Ad Creative:

- High-quality visuals and videos tailored to each stage of the funnel.

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- Professional images and videos highlighting services, customer testimonials, and unique selling points.

2. **Ad Copy:**

- **Awareness Stage:** Informative and engaging copy introducing your business and services.
- **Consideration Stage:** Persuasive copy emphasizing the value of visiting your website with strong CTAs.
- **Conversion Stage:** Compelling copy that creates urgency (e.g., limited-time offers) and provides clear instructions for next steps. Include testimonials and social proof.

D. Tracking and Optimization

1. **Custom Conversions:**


- Track specific actions on your website, such as form submissions, appointment bookings, or purchases using Facebook Pixel.

2. **Retargeting Strategy:**


- Retarget the top 10-20% of website visitors based on their engagement.
- Continuously retarget existing leads in the Facebook ad funnel to maintain engagement and drive conversions.

3. **Continuous Optimization:**

- Regularly monitor ad performance and make data-driven adjustments.
- Test different ad creatives, copies, and targeting options to find the most effective combinations.
- Use A/B testing to optimize for the best-performing ads.

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E. Reporting and Analysis


1. Regular Reports:

- Generate weekly and monthly reports to track ad campaign performance.
- Analyze key metrics such as CTR, conversion rates, CPL, and ROAS.


2. Insights and Adjustments:

- Use insights to identify areas for improvement and adjust the strategy.
- Focus on scaling successful campaigns and optimizing or discontinuing underperforming ones.

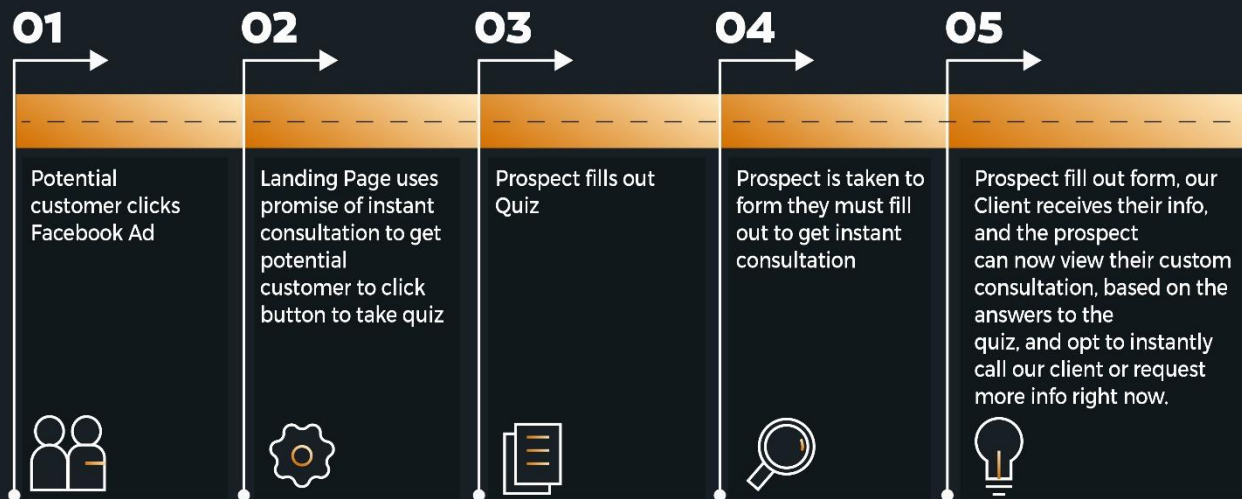
Additional Offer Ideas

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This is How the Lead Gravity System Works




1. **Special Coupons and Coupon Codes:**


- Offer a 10% discount on first purchases for joining your email list.
- Create a "Buy One, Get One Free" promotion for new email subscribers.
- Use time-limited discount codes (e.g., "WELCOME20" for 20% off) to create urgency.

2. **Exclusive Member Discounts:**

- Provide exclusive discounts to email subscribers for new product launches.

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- Offer loyalty rewards such as points for purchases that can be redeemed for discounts.

3. **Referral Programs:**

- Implement a referral program where customers can earn discounts or free products for referring friends.
- Create a tiered referral system with increasing rewards for multiple referrals.

4. **Bundle Offers:**


- Offer product bundles at a discounted price to increase average order value.
- Promote seasonal bundles or themed packages for holidays and special events.

Lead Generation-Specific Strategies

1. **Landing Page Optimization:**

- Create dedicated landing pages for each campaign to capture leads effectively.
- Include clear and compelling calls-to-action (CTAs) on landing pages to encourage visitors to fill out forms or sign up.
- Use testimonials and social proof on landing pages to build trust and credibility.

2. **Lead Magnets:**

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- Offer valuable content such as e-books, whitepapers, or webinars in exchange for contact information.
- Create exclusive content that addresses common pain points and provides solutions relevant to your audience.
- Promote lead magnets through various ad formats (video, carousel, image) to attract and capture leads.


3. Email Marketing Integration:

- Automatically add captured leads to your email marketing list for nurturing.
- Develop an email drip campaign to engage and educate leads, moving them through the sales funnel.
- Offer additional incentives and exclusive content to email subscribers to maintain interest and drive conversions.


4. Follow-Up and Nurturing:

- Implement a follow-up strategy to engage leads who have shown interest but haven't converted yet.
- Use personalized emails, retargeting ads, and special offers to re-engage and convert leads.
- Track lead interactions and behaviors to tailor follow-up messages and offers for higher conversion rates.

By implementing this comprehensive Facebook Ads strategy, your local business can effectively generate high-quality leads, attract more potential customers, and convert them into loyal clients. This approach ensures that your marketing efforts are directly

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aligned with your business's goals and target audience, maximizing return on investment and achieving sustainable growth.

For more detailed instructions on setting up and running your Facebook Ads, check out my **FREE 90-minute Facebook Ads course** [here](#). This course is jam-packed with information to help you thrive!

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