



## Comprehensive Marketing Plan for a National Business Selling Services and Aiming to Generate Leads

### Client Profile:

- **Business Type:** National Business
- **Products/Services:** Services
- **Target Audience:** National
- **Goal:** Generate Leads
- **Budget:** \$299 to \$749 per month

**Overview** As you aim to increase lead generation for your national service-based business, we've analyzed your budget range of \$299 to \$749 per month and have identified Facebook Ads as the most effective strategy. Here's why this is your optimal approach:

### Why Facebook Ads Are Ideal for Your Budget and Goals:

- **Rapid and Measurable Results:** Among various marketing channels (radio, SEO, PPC, email marketing, YouTube), Facebook Ads stand out for their speed and efficiency in driving targeted traffic to your website. This is crucial for immediate lead generation.
- **Precision Targeting:** Facebook's advanced targeting capabilities allow us to reach your specific audience—people most likely to need your services—ensuring efficient use of your ad budget.
- **High Return on Investment:** For a service-oriented business, every dollar counts. Facebook Ads provide a significant return on even

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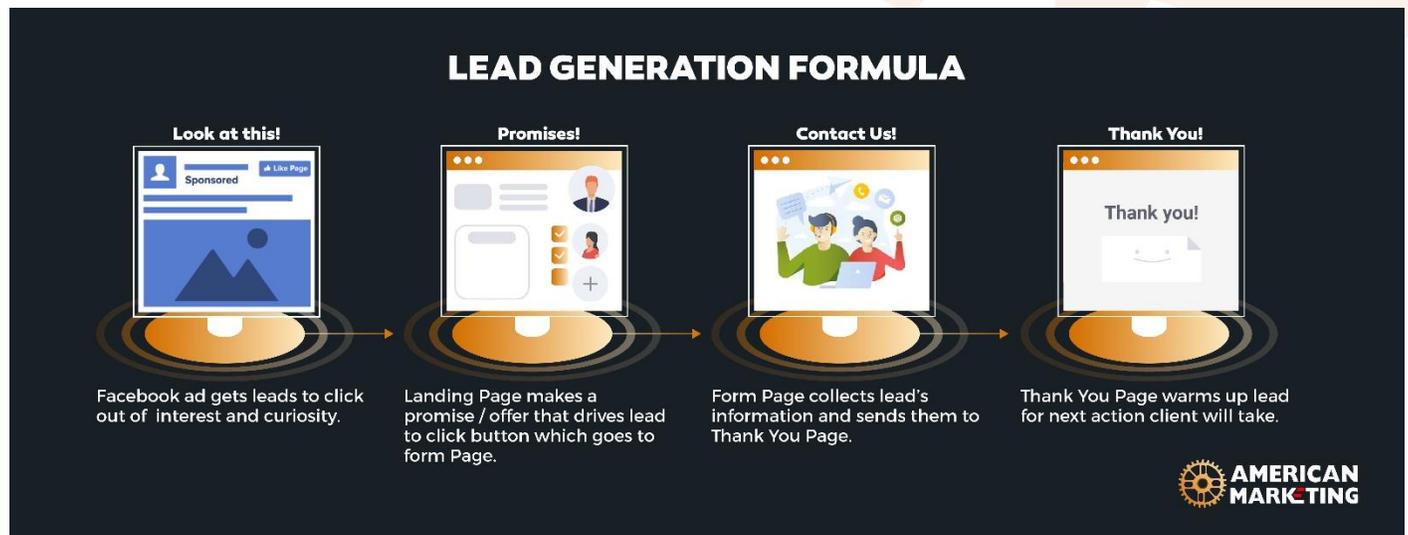
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smaller budgets, making them a cost-effective choice for driving high-quality leads.

**In summary:** Given your current budget and goal to boost lead generation, Facebook Ads are the most strategic route. Leveraging increased ad spend will have a greater impact on your lead generation efforts, allowing for a comprehensive approach to achieving your objectives swiftly.

## Facebook Advertising - Capturing Immediate Attention and Generating Leads



**Objective:** Drive targeted traffic to your website and generate high-quality leads.

### Step-by-Step Plan

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## A. Audience Targeting

- **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.

- **Geographic Targeting:**

- Target users nationally, focusing on demographics and interests that align with your service offerings.

## B. Ad Campaign Structure

1. **Awareness Campaign:**

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

2. **Consideration Campaign:**

- **Ad Type:** Traffic Ads
- **Objective:** Drive potential customers to your website to explore your services and engage with your content.

- **Content:** Highlight the benefits of your services, limited-time offers, and free consultations.
- **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 contact forms or service inquiries.
- **Content:** Retarget users who interacted with previous ads or visited the website. Offer discounts, promotions, and social proof to incentivize conversions.
- **Targeting:** Users who engaged with previous ads, visited the website, or abandoned service inquiries.

## C. Ad Creative and Copy

- **Ad Creative:**
  - High-quality visuals and videos tailored to each stage of the funnel. Use professional images and videos that highlight your services, customer testimonials, and unique selling propositions.



**Text**  
Character Recommendation: 90

**Image or Video**  
Recommendation: no more than 20% text

**Display Link**  
Branding Opportunity

**Call-to-Action Button**

**Headline**  
Character Limit: 25

**Newsfeed Link Description**  
Character Recommendation: 30

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• **Ad Copy:**

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- **Awareness Stage:** Informative and engaging copy that introduces your business and its services. Highlight unique selling points and customer benefits.
- **Consideration Stage:** Persuasive copy that emphasizes the value of your services. Use strong calls-to-action (CTAs) to encourage users to visit your site.
- **Conversion Stage:** Compelling copy that creates urgency (e.g., limited-time offers) and provides clear instructions for the next steps. Include testimonials and social proof.

## **Phase 2: Promotions and Offers - Encouraging Lead Generation**

**Objective:** Create compelling offers to drive conversions and boost lead generation.

### **Actions:**

- **Special Promotions:**
  - **Free Consultations:** Offer free initial consultations to encourage potential leads to engage with your services.
  - **Discounts:** Provide discounts on the first service or booking to create urgency.
- **Time-Limited Offers:**
  - Run time-sensitive promotions (e.g., “Free consultation for the next 30 days”) to drive more immediate responses.

## **Phase 3: Retargeting - Maximizing Conversions**

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**Objective:** Retarget website visitors who didn't complete an inquiry to convert them into leads.

**Actions:**

- **Custom Audiences for Retargeting:**
  - Retarget users who visited service pages but did not submit a contact form or request a consultation.
  - Use dynamic retargeting ads showing the specific services they viewed.
- **Ad Creative and Copy for Retargeting:**
  - Use compelling copy with CTAs such as "Book now for a limited-time offer!" to create urgency.
  - Include customer testimonials or case studies to boost credibility.

**Phase 4: Continuous Optimization - Improving Campaign Performance**

**Objective:** Continuously monitor and optimize your ad campaigns for maximum ROI.

**Actions:**

- **Custom Conversions:**
  - Set up custom conversions to track form submissions and contact requests. Use Facebook Pixel to optimize ad performance based on actual leads generated.
- **A/B Testing:**

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- Continuously test different elements of your ads (e.g., images, copy, and CTAs) to identify the most effective variations. Adjust campaigns based on these results to improve performance.
- **Monitoring Ad Performance:**
  - Regularly review key metrics like click-through rates (CTR), conversion rates, and return on ad spend (ROAS). Make data-driven adjustments to improve results.

## Implementation Steps

### 1. Landing Page Setup:

- Develop and launch a dedicated landing page for capturing leads. Ensure it includes contact forms and service details.
- Integrate the landing page with your CRM to capture and segment lead information.

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## This is How the Lead Gravity System Works



### 2. Ad Campaign Launch:

- Create and launch Facebook ad campaigns for awareness, consideration, and conversion stages.
- Monitor and optimize ad performance daily using real-time data.

### 3. Promotions and Retargeting:

- Implement promotional offers through Facebook Ads to incentivize lead submissions.

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- Continuously retarget users based on their interactions with your website.

#### 4. **Tracking and Optimization:**

- Set up tracking tools like Facebook Pixel to monitor website visits, lead submissions, and conversions.
- Generate regular performance reports and use insights to refine ad campaigns for higher ROI.

### **Summary**

By implementing this comprehensive Facebook Ads strategy, your national service business will effectively generate high-quality leads, attract more potential clients, and convert website visitors into loyal customers. This approach ensures that your marketing efforts are directly 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](#).

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