

CHEAT SHEET

FOR HIGHER ROI



1. TARGET THE RIGHT AUDIENCE

When you are trying to create an ad think about whom you are selling to?

Are your targeting existing customers or are you targeting some who is a newbie who never visited your website?

Whomever your audience is if you know them you will get better ROI

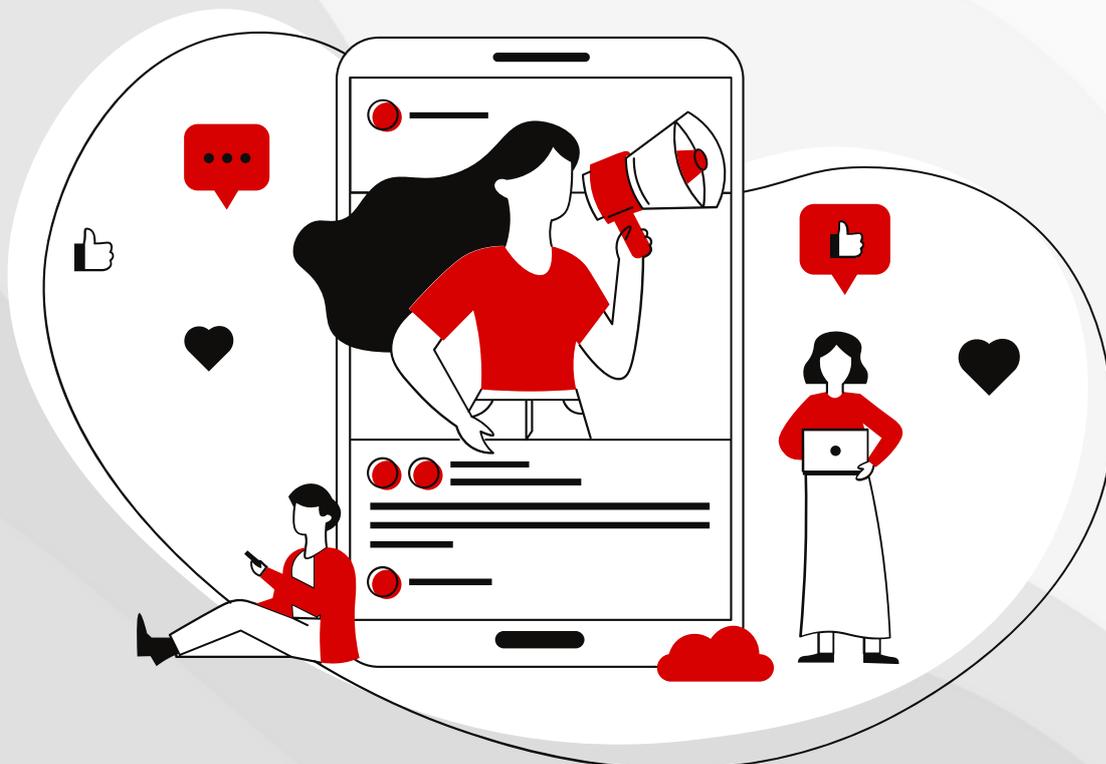


2. LEVERAGE DIFFERENT AD TYPES

Choose an ad type depending on your business and what you want to accomplish ads that increase your click-through rates and drive sales

Some of the effective ad formats are

- Facebook Ads
- Google ads
- Youtube ads



3. SEND THE USERS TO THE DESIGNATED LANDING PAGE

When the user clicks on your ad, instead of sending them to the website send them to a dedicated landing page can make it easier for the user to take the action.

Sending them to your home page could cause distraction there are many places, for them to click which could cause the risk of them abandoning before they go to the Sales page. Therefore be specific while sending them to a landing page



Amount of leads generated by clicking landing page

4. **USE RETARGETING TO YOUR ADVANTAGE**

Most visitors do not make a purchase when they visit your website for the first time.

Therefore when a visitor leaves your website you might have lost them.

But if you use retargeting you can find them and get them back. Retargeting means showing ads to those who left to convince them to come back and buy your product.

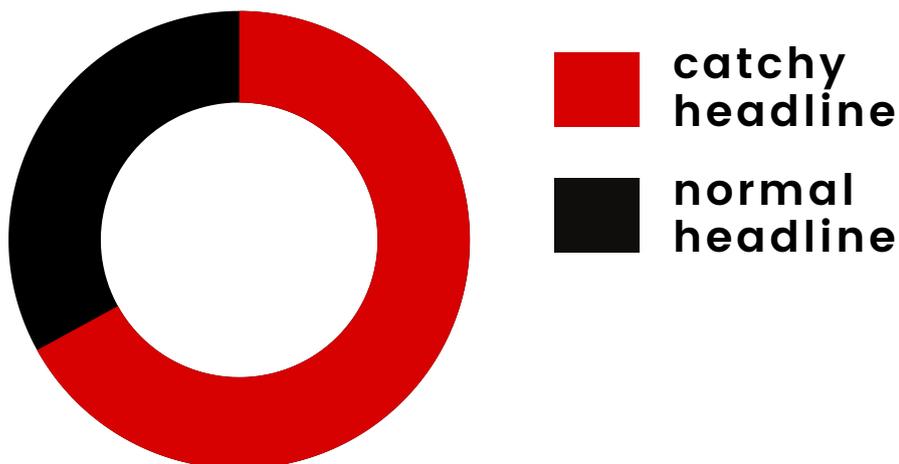


5. **IMPROVE YOUR IMAGES AND HEADLINES**

If you want to grab the attention of your audience, use engaging images with bright colors in your ads.

Create captivating headlines that will catch the eye of potential customers. Your headline is as important as your image so make sure your copy is to the point

LEADS GENERATED USING



Get an 30 minute free call with us

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