INVISIBLE FAECBOOK FUNNEL
An Evergreen Advertising Roadmap That Turns Cold Strangers Into Hot Leads

DIGITAL FREEDOM FORMULA

TARGETS
Large Interest/Behavior Based Audiences
Custom Lookalike Audiences
1 MILLION - 20 MILLION

CAMPAIGN 1: Video Views Objective - 20-40% Of Overall Budget
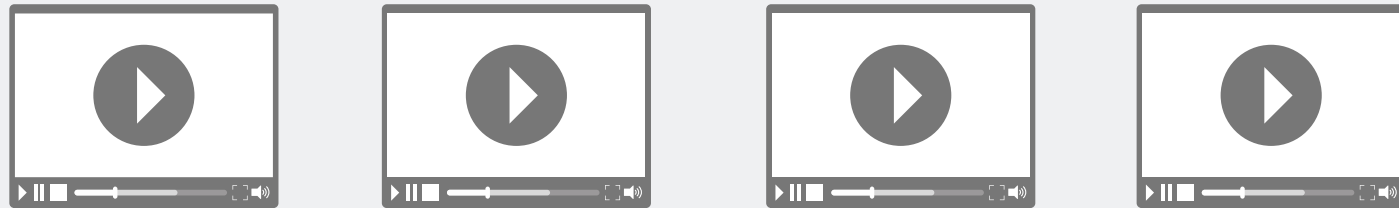
Video Views, Web Visitors & Engagement Custom Audiences Built

Types of Ad Creatives: Landscape or SQ Videos (Possibly Livestream Recordings) - All that include website url & CTA to Opt-In/Interest Identifier

Goals of Ads: 1). To demonstrate value, build trust & authority 2). To generate some leads although not the Facebook objective 3). To build custom audiences of the most engaged prospects

Suggested Audiences To Build: 1). 25% Video Views Last 14 or 30 days, Opt In Page Views Without Opt In Last 14 or 30 days (Other Custom Audiences should be tested as well)

TARGETS
Custom Audiences
Lookalike Audiences Built of Custom Audiences
20K - 2 MILLION

CAMPAIGN 2: Conversions Objective - 50-70% Of Overall Budget
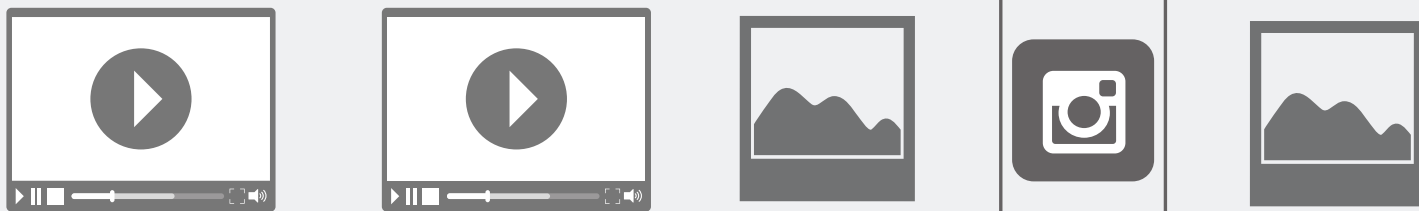
Opted In But Haven't Taken Exposure Mechanism Action

Types of Ad Creatives: 1) Landscape or SQ Videos 2), SQ or Rectangle Photo Ads 3). IG Story Ads 4). Messenger Ads - All with CTA that leads to Opt-In/Interest Identifier

Goals of Ads: 1). To grab attention, speak to pain, problem, benefit, and solution (Your Interest Identifier/Lead Magnet)

Suggested Audiences To Build 1). Website Visitors who have taken opt in but not reached page that represents Exposure Mechanism (Webinar Registrant, Sales Video, or Booked Call)

TARGETS
Custom Web Visitor Audiences
Who Haven't Taken Next Action
SIZE SMALL/TARGETED

CAMPAIGN 3: Reach (or Conversion) Objective - 5 -10% Of Overall Budget

Types of Ad Creatives: 1) Landscape or SQ Videos 2), SQ or Rectangle Photo Ads 3). IG Story Ads 4). Messenger Ads - All with CTA to Exposure Mechanism

Goals of Ads: 1). To follow up with those that have shown extreme interest but haven't acted & get them to **Exposure Mechanism** 2). To build more trust and authority because you're everywhere

Suggested Audiences To Build 1). Website Visitors who take action to Exposure or Purchase in order to build future high quality lookalike audiences.