



HOW TO
PROFITABLY SCALE YOUR
"HOW TO BUSINESS"
with **PAID DIGITAL
CHANNELS**

KELVIN R. PARKER
FRACTIONAL CMO
PAID DIGITAL CHANNELS

IDEAL FOR
INFO PUBLISHERS
COURSE CREATORS
SAAS SELLERS

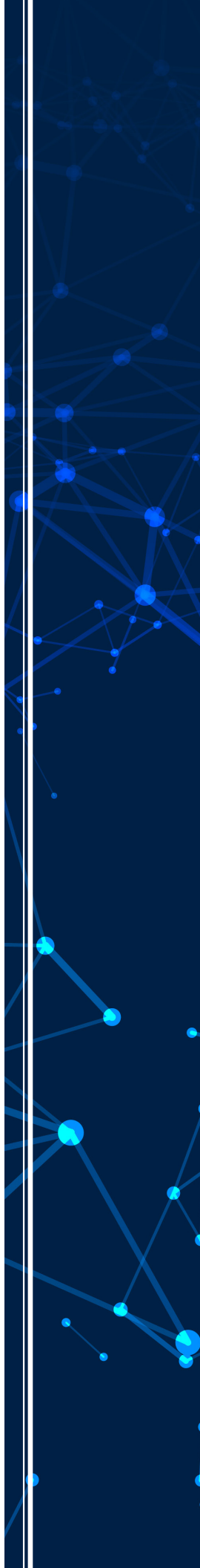
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WHO IS THIS BOOK FOR? WHO WOULD BENEFIT FROM THIS PROCESS?

If you run a “How To” business ... a business that shows people how to solve problems ...through an info-product, a training course, or maybe SaaS (software) solving a business problem ...

Then you will greatly benefit from the process revealed in this book.

What information publishers, training & course creators, and SaaS sellers all have in common, is that they solve “how to” problems for individuals and businesses.

And the advertising they need to create to attract new customers, clients, and business, work best with “reason why” copy.

This book reveals a scientific testing process that allows your market to automatically inform - direct - and shape your winning ads & campaigns ...

... while also alerting you early on losers!

Ultimately, you’ll end up with more winning campaigns, delivering more paying customers BECAUSE you will be reaching out to them using the problems they acknowledge they need to solve, and communicating with them in the language they have indicated they understand.

WHAT IS THIS PROCESS? WHAT WILL IT DO FOR MY BUSINESS?

Our scientific testing process finds out what customers are actually frustrated about, tests hundreds of ad variations using their language and words...

... and capitalizes upon the machine learning platforms of Facebook and Google to drive consistent and predictable results - which are both scalable and profitable.

When we execute this process for clients, we call the service "Fractional CMO - Paid Digital Channels". And we deliver to clients the following:

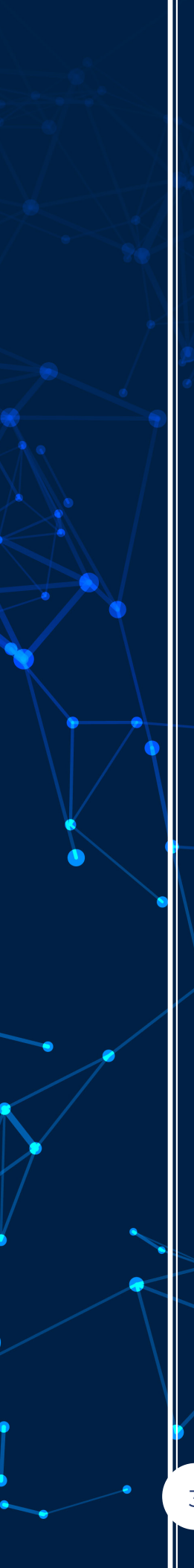
1. For start-up businesses, or new product/service launches:

Research, create, test and prove out winning ads that deliver your desired result (leads, paid buyers, etc.) at an acceptable cost per acquisition.

Use a scientific testing process that allows your market to automatically inform - direct - and shape your winning ads & campaigns ... while also alerting you early on losers!

2. For businesses and/or products/services with existing sales flowing:

A. Stabilize the ad account, so it's delivering consistent and predictable results, at an acceptable client acquisition cost



B. Deliver on key business objective(s) at greater scale and/or greater efficiency

C. Manage long-term growth across all channels

Essentially, the process breaks down to three main deliverables:

Facebook Testing Process – Deliver results with acceptable and predictable KPIs, plus develop proven creatives to be used with all channels.

Scaling / Efficiency – Deliver key business objective(s) at greater scale and/or greater efficiency

Managing Growth – Manage long-term growth across all channels with the Marketing Growth Framework

Let's take a high-level view at the process, that we call ...

FRACTIONAL CMO - PAID DIGITAL CHANNELS

Link to short 3.5 min video, which gives a quick overview of our Fractional CMO - Paid Digital Channels process: <https://kelvinsmba.com/cmo-process/>



Fractional CMO - Paid Digital Channels is a service that delivers:

1. Consistent and predictable results, at an acceptable client acquisition cost
2. Key business objective(s) at greater scale and/or greater efficiency
3. And manages long-term growth across all channels

Facebook Daily Scrum Doc								Retargeting		TOTAL Summary (Ad Channels using 1-Day Cook)							
Week	Total Revenue	Total CPA	Profit	Total SOAS	AOV	% of Spend	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total Revenue	Total CPA	Profit	Total Revenue	Total CPA	Profit
1	\$479	\$3	\$300	\$2.89	\$7.52	50%	\$199	61	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
2	\$491	\$3	\$300	\$2.86	\$7.32	50%	2044	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
3	\$482	\$3	\$300	\$2.85	\$7.23	50%	1398	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
4	\$483	\$2	\$300	\$2.82	\$7.23	50%	1899	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
5	\$484	\$2	\$300	\$2.82	\$7.23	50%	2599	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
6	\$484	\$2	\$300	\$2.82	\$7.23	50%	2999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
7	\$484	\$2	\$300	\$2.82	\$7.23	50%	3499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
8	\$484	\$2	\$300	\$2.82	\$7.23	50%	3999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
9	\$484	\$2	\$300	\$2.82	\$7.23	50%	4499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
10	\$484	\$2	\$300	\$2.82	\$7.23	50%	4999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
11	\$484	\$2	\$300	\$2.82	\$7.23	50%	5499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
12	\$484	\$2	\$300	\$2.82	\$7.23	50%	5999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
13	\$484	\$2	\$300	\$2.82	\$7.23	50%	6499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
14	\$484	\$2	\$300	\$2.82	\$7.23	50%	6999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
15	\$484	\$2	\$300	\$2.82	\$7.23	50%	7499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
16	\$484	\$2	\$300	\$2.82	\$7.23	50%	7999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
17	\$484	\$2	\$300	\$2.82	\$7.23	50%	8499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
18	\$484	\$2	\$300	\$2.82	\$7.23	50%	8999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
19	\$484	\$2	\$300	\$2.82	\$7.23	50%	9499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
20	\$484	\$2	\$300	\$2.82	\$7.23	50%	9999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
21	\$484	\$2	\$300	\$2.82	\$7.23	50%	10499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
22	\$484	\$2	\$300	\$2.82	\$7.23	50%	10999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
23	\$484	\$2	\$300	\$2.82	\$7.23	50%	11499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
24	\$484	\$2	\$300	\$2.82	\$7.23	50%	11999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
25	\$484	\$2	\$300	\$2.82	\$7.23	50%	12499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
26	\$484	\$2	\$300	\$2.82	\$7.23	50%	12999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
27	\$484	\$2	\$300	\$2.82	\$7.23	50%	13499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
28	\$484	\$2	\$300	\$2.82	\$7.23	50%	13999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
29	\$484	\$2	\$300	\$2.82	\$7.23	50%	14499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
30	\$484	\$2	\$300	\$2.82	\$7.23	50%	14999	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100
31	\$484	\$2	\$300	\$2.82	\$7.23	50%	15499	112	\$409	\$6.72	\$100	\$199	\$6.72	\$100	\$199	\$6.72	\$100

The key intel & levers we focus on, include:

Budget - timeline - upside potential - roadblocks - risk tolerance - cash flows - AOV (average order value) - LTV (lifetime value).



Also, what's the conversion of first purchasers to repeat customers? What's the first sale margin compared to LTV delivered?



The testing process allows you to solve for business objectives:

- How do I reduce my cost per acquisition?
- What appeals work best for lead generation, that generate the highest long-term value clients?
- What follow-up products would have the most appeal, and in what order?



The focus is on removing bad choices, simplification, monitoring the REAL results to the business. We use strategies to achieve stability, efficiency, and scale.

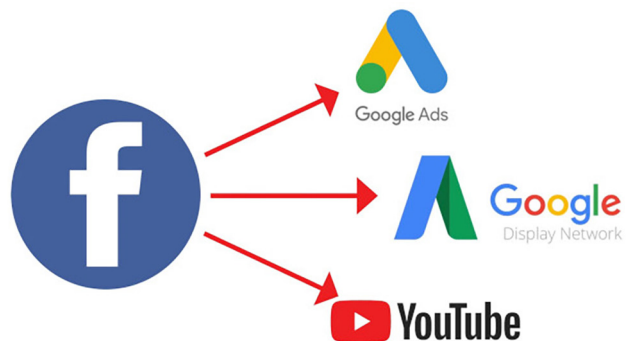
Facebook Daily Scrum Doc

TOTAL Summary					Prospecting							Retargeting					
Total Revenue	Total CPA	Profit	Total ROAS	AOV	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV	% of Spend	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit
\$918	\$5	\$608	\$2.89	\$7.52	\$199	81	\$499	\$3	\$300	\$2.89	\$7.52	50%	\$199	81	\$499	\$3	\$300
\$928	\$5	\$608	\$2.88	\$7.42	\$198	82	\$495	\$3	\$300	\$2.88	\$7.42	50%	\$198	82	\$495	\$3	\$300
\$924	\$5	\$608	\$2.85	\$7.22	\$182	84	\$492	\$3	\$300	\$2.85	\$7.22	50%	\$182	84	\$492	\$3	\$300
\$926	\$5	\$608	\$2.84	\$7.12	\$183	85	\$493	\$3	\$300	\$2.84	\$7.12	50%	\$183	85	\$493	\$3	\$300
\$928	\$5	\$608	\$2.83	\$7.03	\$184	85	\$494	\$3	\$300	\$2.83	\$7.03	50%	\$184	85	\$494	\$3	\$300
\$924	\$5	\$608	\$2.86	\$7.32	\$172	84	\$492	\$3	\$300	\$2.86	\$7.32	50%	\$172	84	\$492	\$3	\$300
\$920	\$2	\$608	\$2.82	\$6.94	\$165	87	\$495	\$2	\$300	\$2.82	\$6.94	50%	\$165	87	\$495	\$2	\$300
\$932	\$2	\$608	\$2.81	\$6.85	\$166	88	\$496	\$2	\$300	\$2.81	\$6.85	50%	\$166	88	\$496	\$2	\$300
\$924	\$2	\$608	\$2.80	\$6.77	\$167	88	\$497	\$2	\$300	\$2.80	\$6.77	50%	\$167	88	\$497	\$2	\$300
\$938	\$2	\$608	\$2.79	\$6.69	\$168	79	\$498	\$2	\$300	\$2.79	\$6.69	50%	\$168	79	\$498	\$2	\$300
\$928	\$2	\$608	\$2.78	\$6.61	\$169	71	\$499	\$2	\$300	\$2.78	\$6.61	50%	\$169	71	\$499	\$2	\$300
\$940	\$2	\$608	\$2.76	\$6.53	\$170	72	\$499	\$2	\$300	\$2.76	\$6.53	50%	\$170	72	\$499	\$2	\$300
\$942	\$2	\$608	\$2.75	\$6.45	\$171	73	\$499	\$2	\$300	\$2.75	\$6.45	50%	\$171	73	\$499	\$2	\$300
\$920	\$2	\$608	\$2.79	\$6.89	\$170	890	\$3,226	\$2	\$2,508	\$2.79	\$6.89	50%	\$170	890	\$3,226	\$2	\$2,508
\$944	\$2	\$608	\$2.74	\$6.38	\$172	74	\$492	\$2	\$300	\$2.74	\$6.38	50%	\$172	74	\$492	\$2	\$300
\$946	\$2	\$608	\$2.73	\$6.31	\$173	75	\$493	\$2	\$300	\$2.73	\$6.31	50%	\$173	75	\$493	\$2	\$300
\$948	\$2	\$608	\$2.72	\$6.24	\$174	75	\$494	\$2	\$300	\$2.72	\$6.24	50%	\$174	75	\$494	\$2	\$300
\$950	\$2	\$608	\$2.71	\$6.17	\$175	77	\$495	\$2	\$300	\$2.71	\$6.17	50%	\$175	77	\$495	\$2	\$300
\$952	\$2	\$608	\$2.70	\$6.10	\$176	79	\$496	\$2	\$300	\$2.70	\$6.10	50%	\$176	79	\$496	\$2	\$300
\$954	\$2	\$608	\$2.69	\$6.04	\$177	79	\$497	\$2	\$300	\$2.69	\$6.04	50%	\$177	79	\$497	\$2	\$300
\$956	\$2	\$608	\$2.69	\$6.06	\$178	80	\$498	\$2	\$300	\$2.69	\$6.06	50%	\$178	80	\$498	\$2	\$300
\$958	\$2	\$608	\$2.71	\$6.17	\$179	81	\$499	\$2	\$300	\$2.71	\$6.17	50%	\$179	81	\$499	\$2	\$300
\$960	\$2	\$608	\$2.68	\$6.01	\$179	81	\$499	\$2	\$300	\$2.68	\$6.01	50%	\$179	81	\$499	\$2	\$300
\$962	\$2	\$608	\$2.67	\$5.95	\$180	82	\$499	\$2	\$300	\$2.67	\$5.95	50%	\$180	82	\$499	\$2	\$300
\$964	\$2	\$608	\$2.66	\$5.89	\$181	83	\$499	\$2	\$300	\$2.66	\$5.89	50%	\$181	83	\$499	\$2	\$300
\$966	\$2	\$608	\$2.65	\$5.84	\$182	84	\$499	\$2	\$300	\$2.65	\$5.84	50%	\$182	84	\$499	\$2	\$300
\$968	\$2	\$608	\$2.64	\$5.80	\$183	85	\$499	\$2	\$300	\$2.64	\$5.80	50%	\$183	85	\$499	\$2	\$300
\$968	\$2	\$608	\$2.63	\$5.63	\$184	86	\$494	\$2	\$300	\$2.63	\$5.63	50%	\$184	86	\$494	\$2	\$300
\$970	\$2	\$608	\$2.62	\$5.57	\$185	87	\$495	\$2	\$300	\$2.62	\$5.57	50%	\$185	87	\$495	\$2	\$300
\$972	\$2	\$608	\$2.61	\$5.52	\$186	88	\$496	\$2	\$300	\$2.61	\$5.52	50%	\$186	88	\$496	\$2	\$300
\$974	\$2	\$608	\$2.60	\$5.47	\$187	89	\$497	\$2	\$300	\$2.60	\$5.47	50%	\$187	89	\$497	\$2	\$300
\$976	\$2	\$608	\$2.60	\$5.42	\$188	90	\$498	\$2	\$300	\$2.60	\$5.42	50%	\$188	90	\$498	\$2	\$300
\$978	\$2	\$608	\$2.59	\$5.37	\$189	91	\$499	\$2	\$300	\$2.59	\$5.37	50%	\$189	91	\$499	\$2	\$300
\$980	\$2	\$608	\$2.58	\$5.33	\$190	92	\$499	\$2	\$300	\$2.58	\$5.33	50%	\$190	92	\$499	\$2	\$300
\$982	\$2	\$608	\$2.57	\$5.28	\$191	93	\$499	\$2	\$300	\$2.57	\$5.28	50%	\$191	93	\$499	\$2	\$300
\$984	\$2	\$608	\$2.56	\$5.23	\$192	93	\$499	\$2	\$300	\$2.56	\$5.23	50%	\$192	93	\$499	\$2	\$300
\$986	\$2	\$608	\$2.55	\$5.19	\$193	95	\$493	\$2	\$300	\$2.55	\$5.19	50%	\$193	95	\$493	\$2	\$300
\$988	\$2	\$608	\$2.55	\$5.15	\$194	95	\$494	\$2	\$300	\$2.55	\$5.15	50%	\$194	95	\$494	\$2	\$300

Date	Business Objective	Optimization	Goal	Budget Impact	Projected Outcome	Actual Outcome	Status
	Strategic Testing	Turn this Back On, taking \$100, from Prospecting, to start.	Shift \$100 a day to a more profitable effort and lift overall performance by shifting investment.	None, reallocation of budget, but potential for incremental.	Lower our CPA, and daily budget will increase to \$300-\$500 in 14 days.		In Process
	Retargeting	Raise budget to \$100, with incremental dollars.	Scale the volume of sales and retargeting to pay for creative testing on broad.	Incremental \$50 a day to start, with more if performance justifies.	Scaled Profit Volume will fund Creative Testing efforts and allow for worse than goal CPA to begin.		In Process
	Prospecting	Turn off worst performing ad in each ad set.	Reduce CPA in Prospecting	None	Scaled Profit Volume will fund Creative Testing efforts and allow for worse than goal CPA to begin.		In Process

FB Test	Flighting	Total Spend	Pur	ROAS	CPA	AOV	Daily Spend	Status
Cost Cap Control Consolidated Test	6.1 - 6.5	\$6.4k	211	4x	\$30	\$122	\$450	Evergreen
<p>The Consolidated Control (targeting Control Regions) campaign delivered 3.8x ROAS on \$6k spend in May. Based on this we launched a Cost Cap version to attempt incremental spend at premium performance. The difference with the Cost Cap was that we launched it as a CBO instead of ABO. Our bid is \$50 and success is consistent. Daily AVG Spend is \$450, which is 19% of spend... at 30% above Account Average Performance.</p>								
Cost Cap Influencer Test	6.15 - 6.31	\$5.3k	133	2.8x	\$40	\$113	\$330	Evergreen
Hypothesis	Due to the success of the Cost Cap test on Consolidated Control (targeting Control Regions) campaign. We are going to test the same strategy against our best incremental reach effort. Currently at \$5.3k spend with 2.8x ROAS.							
Post Buy Insights:	This has been upgraded to an Evergreen BAU campaign. Also, due to the restricted investment on FB in June, this has taken the place of the "Lowest Cost" Influencer campaign, which spent 7.5k at a 2x.							
Value vs. Lowest Cost Test	6.22	\$2.8k	89	3.28	\$31	\$102		Testing
Hypothesis	Value bidding pushes the system to drive ROAS. Cost Cap was not successful at providing incremental success in California only Control Consolidated Campaign. If we cannot drive down the CPA, this effort would help push up the AOV. Currently the CA Control Campaign has spent \$6k at a 3.6x ROAS.							

Facebook is the best place to test - then use your proven creatives with other channels.

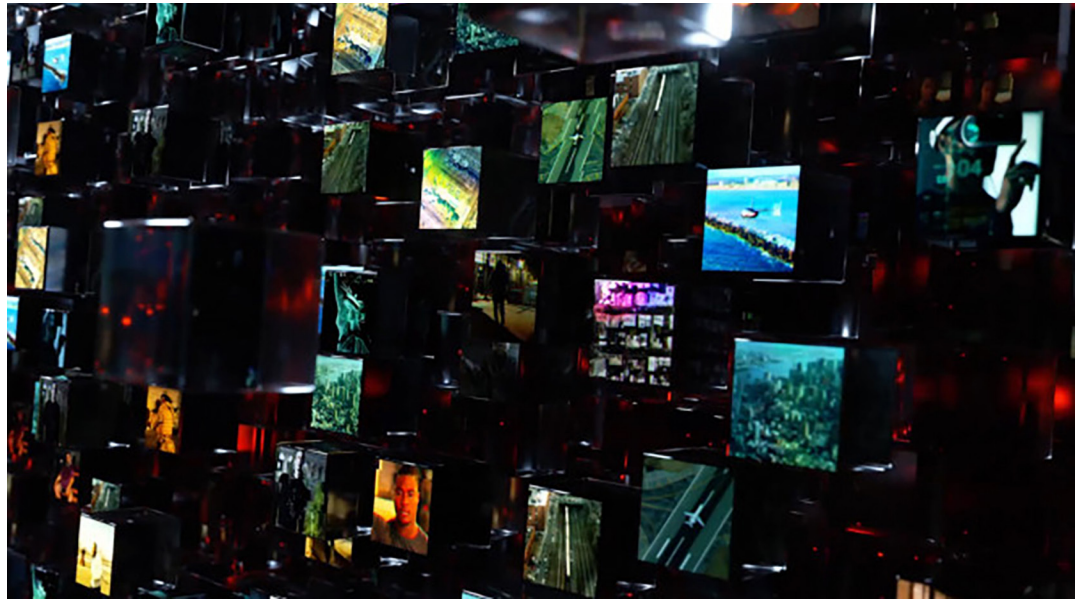


The Facebook Machine Learning Process involves:

- Testing with Feedback Loop
- Targeting with Creative
- Manage by Business Objectives
- Automated Rules to Train the Machine



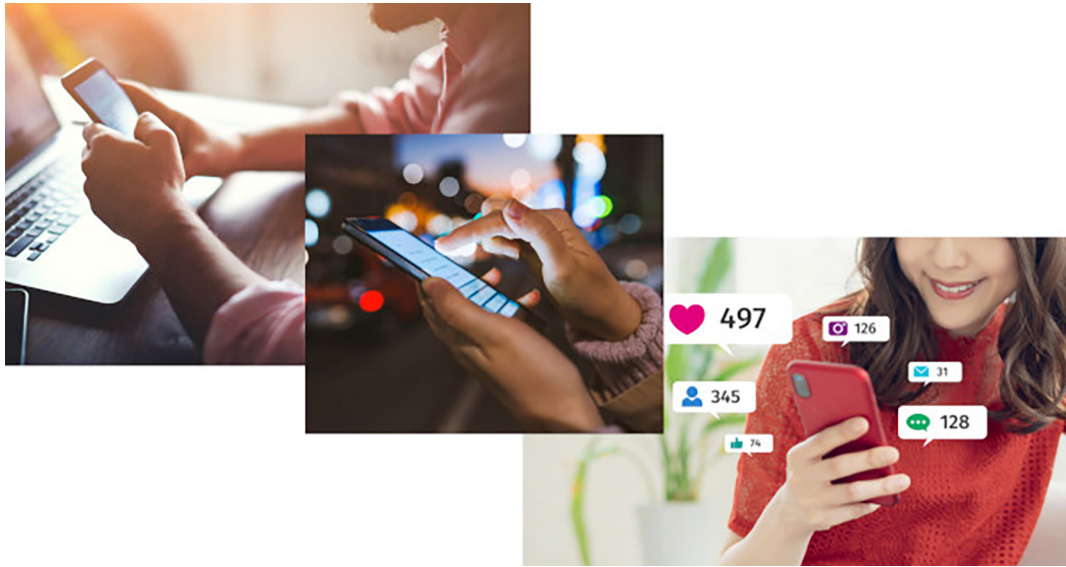
Facebook's powerful machine learning platform can uncover intent at scale. It has coverage of every possible market segment, and deep insights into what drives them to action.



Facebook prioritizes attention and sells that to businesses for profit.



If your content is something people like and engage with, you will pay less to reach them.



Success comes from giving the machine learning platform what it wants, and it will then in return deliver to you what you want.



Facebook targets your audience based on your ad creatives.

It reads your headline, copy, images, even videos - and decides who your ad will appeal to - based upon trillions of data points...

...billions of users tracked across millions of websites, 24/7.

Wealth Protection Insider
January 11 · 🌐

What is the order of beneficiaries without a will? What estate assets are taxable? Are beneficiaries entitled to a copy of the will?
If your will was created more than 5 years ago, you should consider revisiting it. Find out how, today...



WEALTHPROTECTIONINSIDER.COM
Who gets what if you die without a will? [Learn More](#)

👍❤️ 40 16 Comments 55 Shares
👍 Like 💬 Comment ➦ Share

WealthFacilitator
February 4 at 8:22 AM · 🌐

How Well Do You Understand 401(k) / IRA Plans?



WEALTHFACILITATOR.COM
How Well Do You Understand 401(k) / IRA Plans?
Test Your Investing Expertise

👍 23 16 Comments 35 Shares
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Lean-Case
Sponsored · 🌐

Business models in Excel can instantly kill investor trust in your project.
Discover how to model your business - in 2 hours or less - no "Excel Hell" required ...

An advertisement for Lean-Case. At the top, a goldfish is shown jumping out of a bowl. Below it, two fishbowls are shown. The left bowl is larger and contains the text "CUSTOMER LIFETIME VALUE (CLTV)". The right bowl is smaller and contains the text "CUSTOMER ACQUISITION COST (CAC)". A greater-than sign (>) is placed between the two bowls. At the bottom, the text reads "LEAN-CASE.COM Excel is an investor trust and deal killer! How to model your business without it."

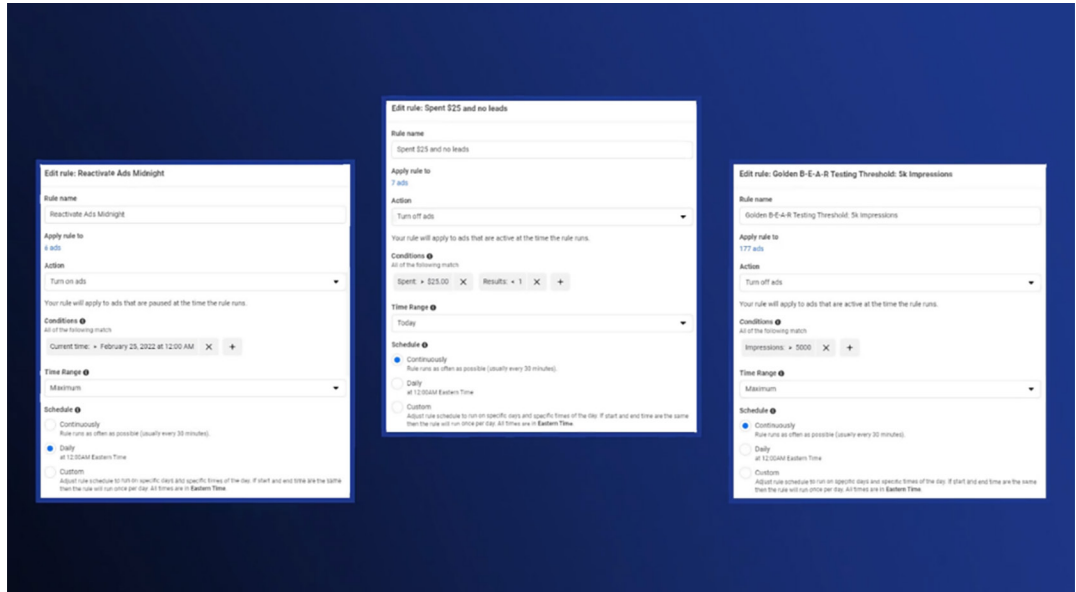
👍 Like 💬 Comment ➦ Share

The focus is on ACTIONABLE INSIGHTS, based on TRENDS, for BUSINESS OBJECTIVES - such as prospecting, creative testing, or maybe a new product launch.



Finally, Facebook and Google also, they only perform as well as you train their machine learning. Automated rules train them on what are considered acceptable results and costs.

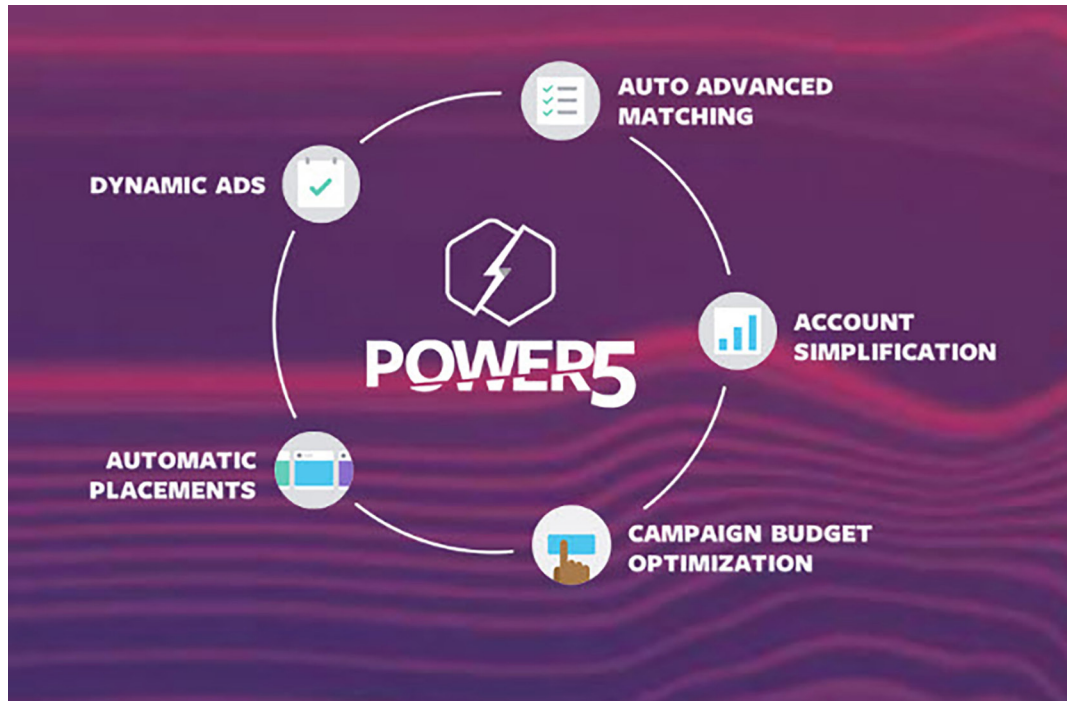




Our testing process comes from 30+ years in direct response marketing ...



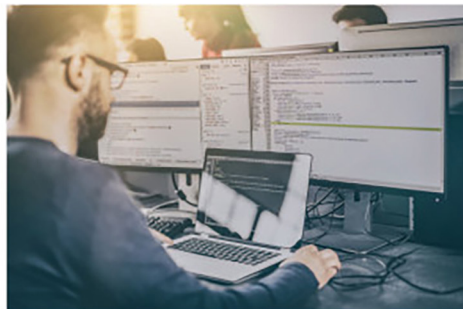
... plus working with super savvy people such as one of the top 100 Facebook advertisers, who has spent close to \$500 million profitably.



Parts of the process also came from a VP at Guthy Renker who spent \$100 million a year, a North American director of Omnicom, and the ad tech engineers at Facebook.

Guthy | Renker.

OmnicomGroup



The process works for any company that does online lead generation and conversion to paying customers.



With a lead generation project - this process reduced the cost per lead from over \$25 to \$15.



With a book publisher – client acquisition cost was reduced from \$40 to closer to \$25.



And with a large company selling golf training programs, who already had many control ads - the process uncovered new angles that delivered a return on ad spend around 2.1x.



PRINCIPLES BEHIND THE PROCESS ...

If you want to get right into the nitty-gritty of how to execute the process, jump down to page 38.

If you want to understand some of the principles behind the process, and why it works, keep reading!

There are key data points and levers that we focus on. Some that I had mentioned earlier include:

- Budget
- Timeline
- Upside potential
- Roadblocks
- Risk tolerance
- Cash flows
- AOV (average order value)
- LTV (lifetime value)
- Conversion of first purchasers to repeat customers
- First sale margin compared to LTV delivered

This is a lot of data points to focus on. However, to simplify how you look at the data and how you make decisions, we use a key equation called PSM.

PSM – PROFITABLE SCALING MARGIN

PSM stands for Profitable Scaling Margin and it is the brainchild of Charley Tichenor IV – a brilliant marketer who has profitably spent over \$500 million on Facebook.

$$\text{PSM (Profitable Scaling Margin)} = \text{LTV} / (\text{CPA} + \text{COGS})$$

Where:

LTV = the lifetime value of an average customer

CPA = the cost to acquire a transaction

COGS = your cost of the product landed to the customer

There can be different versions of this equation for different applications, but generally speaking in the most simple form, the CPA + COGS are for the initial purchase your customer makes only.

We are measuring the projected lifetime value of the sale of a single item & the cost to make that sale happen as well as the average operating cost.

How much is a new customer worth? This equation answers that question.

How much they are worth depends on the strength of the first offer used to acquire them. And on the strength of the subsequent offers made to them after their first order.

As a simple example – I have 2 products I can use as the first purchase offers to customers.

Product A: $PSM = LTV / (CPA + COGS)$

$$2.77 = \$2,500 / (\$152 + \$750)$$

Product B: $PSM = LTV / (CPA + COGS)$

$$0.66 = \$796 / (\$226 + \$975)$$

Product A will deliver 420% more profits to the company if used as the lead product offer.

The subject of PSM is a deep rabbit hole which we are not going to go further down today. Suffice to say, with PSM, you know where your greatest opportunities for success lie.

And you will know where NOT to invest your money and resources.

Once I know where the greatest opportunity is, how do you get there?

Map out the steps, and as you start making moves, there will be more steps. You must understand the VALUE of each effort (best LTV for money invested.)

The question is always – how do you leverage your largest possible investment into your best opportunity?

Also understand, your best opportunity will come with the BIGGEST ROADBLOCK to getting there. Your focus, therefore, becomes identifying and removing the BOTTLENECKS.

Runway - budget - timeline - risk tolerance - AOV - LTV – they all come into play.

ULTIMATELY:

How do you get the most volume to the path of best opportunity?

And where's the bottleneck, and how do you remove it?

RUNWAY – ANOTHER KEY CONSIDERATION

Actually, before you start spending money testing and calculating PSMs, you must consider how much runway you have available.

- How much can you spend, or are you willing to spend, to see if you can achieve your goal?
- What is your goal, or goals, precisely?
- What's your budget + timeline?
- What resources are available to get you to your goal?
- What level of risk are you comfortable with?

All of this must be understood in the context of the business model.

SOLVING FOR BUSINESS OBJECTIVES

Finally, what business objectives are you solving for? You are not just spending money and testing to see if you can sell a single product. That approach will hinder your success and slow you down.

The “Fractional CMO – Paid Digital Channels” testing process allows you to solve for business objectives.

- How do you reduce your cost per acquisition?
- What appeals work best for lead generation, that generate the highest long-term value clients?
- What follow-up products would have the most appeal, and in what order?

You want to identify very clear business problems and use the testing process to solve them.

With the framework of this process, you propose or hypothesis an answer to a business problem, and then run tests until you have something that is delivering your desired result, in a consistent manner, and at a cost that keeps your business profitable.

SCALING AND EFFICIENCY ON FACEBOOK (AND ALL CHANNELS)

The focus is always on removing bad choices, simplification, and monitoring the REAL results to the business. It is NOT on finding winning ads and then just increasing the budget.

At any time in the testing process or the life of a campaign, there are two different directions you can move in.

ONE: You can push for stability and efficiency ...

OR

TWO: You can push for volume, which inherently brings with it volatility.

If you want stability and efficiency, then what you need are more ads from winning concepts. So, after you run through the testing process (to be described in detail starting on page 38), and if you have found a winning ad ...

... you will then run another round of testing for a new concept. The idea is to create, test, and prove multiple winning ads, each appealing to a different concept.

If you want to get more efficient, you need more variations on winning concepts.

However, if you want immediate increases in volume, you will inherently bring more volatility. Let's say you want to increase your ad spend by 3x, 5x, 10x your current level or more.

It's going to be very hard to find 10 times as many people to buy at a good efficiency or to sign up or to get a lead if you're targeting only the same concept.

The secret to scaling without killing your cost per acquisition, is that to scale, you're going to have to get more winning concepts.

The "Fractional CMO – Paid Digital Channels" testing process will show you how to solve problems for your business by doing creative testing.

CORE FOCUS AND DELIVERABLES ...

The total focus of this process is on achieving three objectives for your business:

1. Bring stability to your Facebook account so it delivers results at an **acceptable and predictable CPA** (cost per acquisition)

And only after achieving #1 ...

2. Focus on your key business objectives – delivering them at **greater scale and/or greater efficiency**

3. Managing long-term growth across all channels with the Marketing Growth Framework

In other words, getting your business to work with online channels – and getting it to scale.

Every strategy, tool, and tactic used within this process is for the sole purpose of delivering on those key objectives.

PREDICTABLE GROWTH AND PROFITABILITY ...

The “Fractional CMO – Paid Digital Channels” process weeds out the things that don’t work, in the shortest possible time, at the lowest cost. For probably 90% of the things that make a business fail – when you follow this process – you won’t even start them in the first place.

This framework will save you from running down dead-end roads that cost you untold sums of money. It will keep you on track so you’ve only investing TIME and MONEY and EFFORT into things that are going to pay-off.

Or if they are not going to pay-off, you find out QUICKLY and terminate them.



IS THIS VENTURE WORTH YOUR TIME, MONEY, AND EFFORT?

Using a fast-turnaround, low-cost, predictive testing method will help you clarify, prioritize, risk-test your ideas ...

... BEFORE investing too much time and money into them.

You'll have a framework to get ideas, products/services, and businesses off the ground, and then to grow them.

Nothing is left to chance - it's a complete framework to engineer a profitable business.

By sticking with the process, you'll weed out losers early, and maximized profits on winners.

And for testing, Facebook is the ONLY tool on the planet, and in the history of business that can deliver these insights – quickly – efficiently – at low cost. It has the coverage of every possible market segment, and deep insights into what drives them to action.

SIMPLICITY = EASY SUCCESS & LESS WORK

With Facebook – and all digital ad channels – success is MUCH EASIER if your account is built around doing one thing well.

Making it more complicated confuses the machine learning platform - thus delivering less desirable results.

The more complex your machine, the lower confidence it will deliver with the tests you run.



FOCUS ON ACTIONABLE INSIGHTS – BASED ON TRENDS – FOR BUSINESS OBJECTIVES

When running your testing process on Facebook, the focus is on ACTIONABLE INSIGHTS, based on TRENDS, for BUSINESS OBJECTIVES (like Lead Generation, Strategic Testing or New Products).

Identify where your investments have the most value, and where your investments present the biggest liability.

You can test dozens of ideas at a super low cost, with laser-focused insights using the scientific method, which provides super high confidence results to base your future investment decisions upon.

The focus is on making content people want to see, and then prioritizing the content that gets engagement and ALSO drive business actions. This strategy keeps your costs low and helps get them lower over time.

When you're using proven high value assets, you can invest in them for much longer. This allows you to scale spend while keeping results predictable and consistent – versus – having ads “die” after a few days.

HOW DOES THE FACEBOOK MACHINE LEARNING PROCESS WORK?

Facebook is the best place to test - then you use your proven creatives with other digital channels.

The Facebook machine learning process involves:

- Testing with Feedback Loop
- Targeting with Creative
- Manage by Business Objectives
- Automated Rules to Train the Machine

Facebook's powerful machine learning platform can uncover intent at scale.

Facebook prioritizes attention and sells that to businesses for profit.

If your content is something people like and engage with, you will pay less to reach them.

Success comes from giving the machine learning platform what it wants, and it will then in return deliver to you what you want.

When we use the Facebook testing / machine learning platform to isolate by business objective ... we will start to see what our

weaknesses are – what are our assets – and what we need to exploit more.

Our testing process lets you break everything down by ad elements, so you can see what is going to deliver Facebook’s overall business objective of maintaining attention over time, while also delivering the most desirable business impact.

Facebook is an OCPM platform

It prioritizes attention, and sells that to businesses for profit ...

Bid = Budget x Estimated Action Rate x “advertiser score”

Budget: How much spend does the ad have each day.

Estimated Action Rate: How likely is a Facebook user to respond positively to the ad in their feed.

Advertiser Score: On average, is the advertiser an asset or a liability to Facebook’s primary objective of keeping people on the platform for as long as possible.

If you want to get cheaper results, you have to get a better Estimated Action Rate and protect your “Advertiser Score”.

The absolute best way to achieve this is with a better ad.

If Facebook sees your content as something that helps keep people on the platform and that people like to see and engage with, you will pay less to reach people.

If your content is a burden to the user experience, you are going to pay higher and higher prices.

Give Facebook what they want - and they're deliver what you want ...

The way Facebook works is that it tries to show content to the people it believes would like to see your content, so that they stay on the platform longer.

That's why you're measuring and optimizing a campaign that's specifically designed to favor Facebook's business objectives – which is brand lift, and people enjoying what they're seeing.

Every decision that you make, needs to ultimately come down to how do I make Facebook want to show my content to the person that I want to see it because that person wants to engage with my brand.

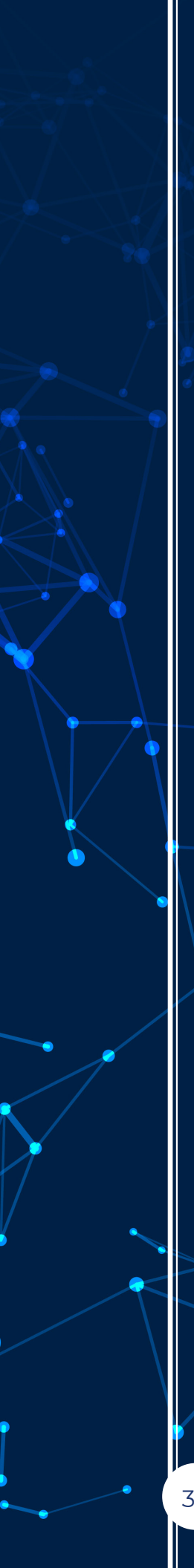
We need to identify what language, positioning, and creative assets (images and videos) drive intent or interest.

Doing this well with broad targeting during testing, sets you up to scale later.

Facebook's goal is to find content for users that keeps them on the platform, so they can control the customer journey across multiple platforms and devices and sell that attention to advertisers for profit.

An old advertising truth - *find out what your market wants, then give it to them.*

It's literally the same when you're dealing with an ad platform that uses machine learning. Find out how the machine works and what it needs and give it to it.



When you feed the testing system different ideas, concepts, approaches, appeals, hooks, and so forth - give the machine the data it needs, you will eventually be led to what's going to work.

As long as you're flexible, as long as you're not married to a concept.

You can't force an idea to work.

Feed options to the system. Break them down by components, and let Facebook do what it's great at, which is to combine all your winning elements into winning versions.

TARGETING WITH CREATIVE

Facebook targets your audience based on your ad creatives.

It reads your headline, copy, images, even videos - and decides who your ad will appeal to - based upon trillions of data points – *billions of users tracked across millions of websites, 24/7.*

It's important to understand that Facebook does the targeting for you – based on your ad copy and creatives – so each different ad concept will appeal to a different type of buyer, a different type of Facebook user.

You want to make sure that you have enough different types of ads, so that you can appeal to as many different types of people. And people at different points of the customer journey.

Based on the ads you give it; Facebook is going to try to find the right user.

Every ad is its own webpage within the Facebook ecosystem.

Every ad creates its own lookalike audience.

Facebook goes out into the Facebook ecosystem (which includes all the data it has on its users interacting with sites outside of Facebook) and tries to find people that are a good match for that specific ad.

MANAGE BY BUSINESS OBJECTIVES

The focus is on ACTIONABLE INSIGHTS, based on TRENDS, for BUSINESS OBJECTIVES - such as prospecting, creative testing, or maybe a new product launch.

Use automated rules to dynamically optimize performance ...

Test creatives by concept ...

Scale performance by incrementally improving efficiency ...

Optimize machine learning within a single campaign ...

Stabilize performance by eliminating volatile ads ...

Clean social proof for each ad daily ...

AUTOMATED RULES

Finally, Facebook and Google also, they only perform as well as you train their machine learning. Automated rules train them on what are considered acceptable results and costs.

The machine learning is kind of like a dog that needs to be trained for walking or house trained, etc. It doesn't know what you want it to do unless you continually reinforce the right actions.

It's the same with the machine learning.

Let's say your acceptable CPA is \$20. And Facebook is delivering results with a \$45 CPA. More than double what you want.

If you let that ad keep running, well, the machine learning doesn't know what you want.

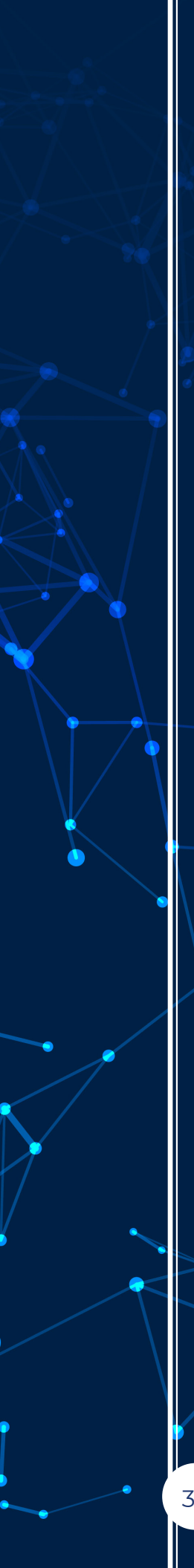
So, if you let it keep running, it will think it's acceptable.

Facebook machine learning figures \$45 CPA is acceptable, so it will keep delivering at that rate.

But if you have a set of automated rules that check the results every 30 minutes, and if it sees that a particular ad has gone more than 20% over its target CPA, then I will turn it off.

And we'll turn it back on at midnight.

It's best to use a 7-day rolling average CPA. So, if you turn the ads off today, at midnight Facebook turn the ad back and also check on the CPA again.



If it's still over your target of \$20, it gets turned off again.

Next day, same thing. But after a few days of being turned off, it's 7-day rolling average will have dropped, so when it gets turned back on, it stays on.

The automated rules are giving the ad a 2nd chance, now that it's CPA is back within the acceptable range.

Understand, the goal of Facebook's machine learning is to keep running ads because that's how they make money. When the data shows that every time this ad delivers a CPA over \$20 it gets turned off ...

... the machine learning is going to try harder to find the audience that converts at the right price.

That's how you train the machine learning.

* * * * *

Okay, enough of the theory, now let's get into executing the "Fractional CMO – Paid Digital Channels" testing process!

EXECUTING THE “FRACTIONAL CMO – PAID DIGITAL CHANNELS” PROCESS ...

To watch a “live” demo of the testing process, visit the link below. You will find a 28-minute live demonstration given to a client, where I go step-by-step through the process...

... and also share my “Marketing Growth Framework” – a scientific and systematic method of keeping track of your testing – your progress and results – and planning next steps to be tested.

This is the precise process I use to drive profitable results and scale campaigns, when working with information publishers, course creators, and SaaS sellers.

[“Live” Demo of Testing Process](#)

What follows is an edited version of the demo – along with some screenshots from the video (but I highly encourage you to also watch the video) ...

When you’re starting out, you maybe you need to acquire a client and you have a target. KPI, a target cost per acquisition, let’s just for argument’s sake, say it’s \$20.

The whole process is to test until you achieve that objective, and then scale.



The best channel for testing is Facebook for a number of reasons.

It has access to pretty much any market segment you might want to target. And it also has the most advanced machine learning system that lets you test different messaging, hooks, angles, concepts.

Facebook targets now based on the ad. In the old days, you would go to an ad channel, and you would say, okay, who's my target market.

There was a lot of time spent on figuring out the targeting, and then you would test the message.

Well, now, because Facebook's advanced enough, you don't need to do that targeting, you just leave it at broad, and it targets based on what's in your ad.

Facebook can read the ad copy, it can read in an image, it can even read what's been said in a video, and based on that, it will decide who to target.

So, let's say we're at square one, and we're trying to achieve a certain cost per acquisition.

Initially, with the testing process, the only thing we're trying to achieve is to acquire customers at a certain price.

And then once that is to a point where it's both consistent, and predictable, and an acceptable CPA, then you work on scaling.

You can scale both on Facebook and all the different Google platforms, which includes search and display and video. And obviously, there's other channels besides that.

Here's an example of testing from a live client project.

Date	Concept	Element	Element Title	Rounds of Testing - (W)winner or (L)loser				Control Ad	Ad Name
				RD	RD 2	DCT RD 1	Proving Ground		
14-Dec	Keep your wife happy and yi	Primary Text	"He's reading my mind," she'll think to herself.	W					
14-Dec	Keep your wife happy and yi	Primary Text	G uys— s ome things we gotta keep a secret. What she doesn't know won't	B	Rejected				
14-Dec	Keep your wife happy and yi	Primary Text	Ever feel like relationships are a guessing game? You try to do the right	W			5-Jan		
14-Dec	Keep your wife happy and yi	Primary Text	What if you could surprise her on a regular basis, not just on Valentine's	W					
14-Dec	Keep your wife happy and yi	Headline	Your Happy Marriage Starts Here ...	W	L				
14-Dec	Keep your wife happy and yi	Headline	The secret marriage hack she won't even realize you're using (and we won't t	L					
14-Dec	Keep your wife happy and yi	Headline	Tap into her true desires, day after day...	L					
14-Dec	Keep your wife happy and yi	Headline	Not Just for Anniversaries and Valentine's Day	L					
14-Dec	Keep your wife happy and yi	Headline	Your happy marriage starts here ...	L					
14-Dec	Keep your wife happy and yi	Headline	Keeping her happy is much easier than you think...	L					
14-Dec	Keep your wife happy and yi	Headline	What if a happy marriage was only one small tweak away?	W	L				
14-Dec	Keep your wife happy and yi	Headline	A good marriage shouldn't be work!	W	W	27-Dec			
14-Dec	Keep your wife happy and yi	Headline	Keeping her happy just got a lot easier!	W	W	27-Dec			
14-Dec	Keep your wife happy and yi	Headline	Be the man she'd love you to be...without changing who you are!	W	W	27-Dec	5-Jan		
14-Dec	Keep your wife happy and yi	Headline	The secret of happy wives (and the guys who keep them that way)	L					
14-Dec	Keep your wife happy and yi	Headline	A good marriage is just one simple step away...	W	L				
14-Dec	Keep your wife happy and yi	Headline	You'll walk a little taller, she'll be happier...	W	W	27-Dec			
14-Dec	Keep your wife happy and yi	Headline	You know she loves you. This will ensure she's happy, too.	L					
14-Dec	Keep your wife happy and yi	Headline	Be the man you know you can be. Make it a goal to keep her happy.	L					
14-Dec	Keep your wife happy and yi	Headline	Marriage is a lot easier when she's happy...	L					
14-Dec	Keep your wife happy and yi	Headline	The relationship "hack" she won't even realize you're using ...	W	L				
14-Dec	Keep your wife happy and yi	Headline	She'll wonder what changed...and we'll never tell ...	W	W	27-Dec			
14-Dec	Keep your wife happy and yi	Headline	If she's happy, life is good ...	L					
14-Dec	Keep your wife happy and yi	Headline	No more guessing what it will take to make her happy ...	L					
14-Dec	Keep your wife happy and yi	Headline	You can't ask her how to make her happy. You have to show her. Here's how	L					
14-Dec	Keep your wife happy and yi	Headline	Not Just for Anniversaries and Valentine's Day - Finger on Heart [KD]	L					
14-Dec	Keep your wife happy and yi	Creative	He's Reading My Mind - She'll think to herself - Lady watching sunset [KD]	W		27-Dec			
14-Dec	Keep your wife happy and yi	Creative	Your happy marriage starts here - couple on beach - incoming text message	L					
14-Dec	Keep your wife happy and yi	Creative	Your happy marriage starts here - couple pointing to incoming text message	W		27-Dec			
14-Dec	Keep your wife happy and yi	Creative	The Secret to a Happy Marriage - couple under the covers + love hearts [MY]	W		27-Dec	5-Jan		

Instead of just writing an ad and coming up with an image or what some agencies I have worked with in the past would do – is use some software to generate hundreds of headlines, ad copy images, and then it will just throw it all up there ...

... like throwing spaghetti on the wall to see what sticks.

Instead of using that inefficient and expensive method of testing – with no guarantee that anything's going to work ...

... what I do here is blend old school copywriting skill and current day modern machine learning and testing.

The old school copywriting skill would be okay, we're trying to achieve a certain objective for the certain target audience. We have a certain offer, what are some different concepts that would sell that offer?

Date List	Concept	Element	Element Title	Rounds of Testing - (W)inner or (L)oser			
				RD	RD 2	DCT RD 1	Proving Ground
	The Perfect Shot	Primary Text	You know that feeling when you hit a perfect shot?	L			
	The Perfect Shot	Primary Text	For years, I studied with the most consistent golf ball striker ever--Moe	W			
	The Perfect Shot	Primary Text	During one of his clinics, Moe Norman hit 1,540 drivers in a little over 7	W			
	The Perfect Shot	Headline	The Simple Swing That Will Have You Beating Your Friends	L			
	The Perfect Shot	Headline	The Secret To Longer, Straighter Drives	L			
	The Perfect Shot	Headline	Looking To Improve Your Ball Striking?	W	2-Dec		
	The Perfect Shot	Headline	Forget Your Golf Swing and Do This NOW!	L			
	The Perfect Shot	Headline	Better Golf GUARANTEED! See details here...	W	2-Dec		
	The Perfect Shot	Headline	Learn Golf's Banished Swing Method...	W	2-Dec		
	The Perfect Shot	Headline	Rifle Shot Accuracy with One Trick...	W	2-Dec		
	The Perfect Shot	Creative	Side by side comparisons - Red/white shirt + white pants vs. white cap + bla	L			
	The Perfect Shot	Creative	Single Plane Golf Swing - red shirt - tan pants + white arrows + golf club in to	L			
	The Perfect Shot	Creative	The Moe Norman and Bryson Dechambeau Secret - Comparing wrong & right	W	2-Dec		
	The Perfect Shot	Creative	Single Plane - 1 - 2 - 3 - 4 System - shows starting + 4 swing positions [Imag	L	2-Dec		
	The Perfect Shot	Creative	10:12 video - discussing single plane swing - Todd Graves [AD - Talk Single F	L			
	The Perfect Shot	Creative	1:15 video - Moe Norman's Single Plane Swing Tempo - John Elliott, PGA Tot	W	2-Dec		
	The Perfect Shot	Creative	0:35 video - Rifle Shot Accuracy with One Trick - Moe Norman with Todd Gra	W	2-Dec		
	Impressing Tour Pros	Primary Text	What Was His Swing Secret?	L			
	Impressing Tour Pros	Primary Text	Ball Striking has never been easier!	W		2-Dec	
	Impressing Tour Pros	Headline	How This Golfer Wowed Crowds	L			
	Impressing Tour Pros	Headline	The Greatest Golfer You've Never Heard Of	W	2-Dec		
	Impressing Tour Pros	Headline	Rifle Shot Accuracy with One Trick...	W	2-Dec		
	Impressing Tour Pros	Headline	Impressing Tour Pros - Fred Couples, Ben Crenshaw, Nick Price and Nick Fa	W	2-Dec		
	Impressing Tour Pros	Headline	It Takes a Lot to Impress Tiger Woods	L			
	Impressing Tour Pros	Creative	Side by side comparisons - Red/white shirt + white pants vs. white cap + bla	L			
	Impressing Tour Pros	Creative	Single Plane Golf Swing - red shirt - tan pants + white arrows + golf club in to	W	2-Dec		
	Impressing Tour Pros	Creative	Single Plane - 1 - 2 - 3 - 4 System - shows starting + 4 swing positions [Imag	L			
	Impressing Tour Pros	Creative	Canada's Secret - Moe Norman pic - crowd in background + red line + dots [I	L			
	Impressing Tour Pros	Creative	Discover Canada's Secret - Moe Norman with dark background [Image6] Thu	L			
	Impressing Tour Pros	Creative	1:15 video - Moe Norman's Single Plane Swing Tempo - John Elliott, PGA Tot	W	2-Dec		
	Impressing Tour Pros	Creative	0:35 video - Rifle Shot Accuracy with One Trick - Moe Norman with Todd Gra	W	2-Dec		
	Golfers Over 55 - 60	Primary Text	DID YOU KNOW: The single plane swing is still the #1 swing method most	W		2-Dec	15-Dec
	Golfers Over 55 - 60	Primary Text	If you're playing golf over the age of 60, you NEED to see this!	L			
	Golfers Over 55 - 60	Headline	The Simple Swing That Will Have You Beating Your Friends	L			
	Golfers Over 55 - 60	Headline	The Secret To Longer, Straighter Drives	L			
	Golfers Over 55 - 60	Headline	This 64 year Old Golfer Did the Impossible...	L			
	Golfers Over 55 - 60	Headline	Forget Your Golf Swing and Do This NOW!	L			
	Golfers Over 55 - 60	Headline	Better Golf GUARANTEED! See details here...	W	2-Dec		15-Dec
	Golfers Over 55 - 60	Headline	Learn Golf's Banished Swing Method...	W	2-Dec		15-Dec
	Golfers Over 55 - 60	Headline	Rifle Shot Accuracy with One Trick...	W	2-Dec		15-Dec
	Golfers Over 55 - 60	Headline	Find out Why Older Golfers are Winning with THIS...	L			
	Golfers Over 55 - 60	Creative	Single Plane Golf Swing - red shirt - tan pants + white arrows + golf club in to	L			
	Golfers Over 55 - 60	Creative	The Moe Norman and Bryson Dechambeau Secret - Comparing wrong & right	W	2-Dec		15-Dec
	Golfers Over 55 - 60	Creative	Single Plane - 1 - 2 - 3 - 4 System - shows starting + 4 swing positions [Imag	L			
	Golfers Over 55 - 60	Creative	Canada's Secret - Moe Norman pic - crowd in background + red line + dots [I	L			
	Golfers Over 55 - 60	Creative	Discover Canada's Secret - Moe Norman with dark background [Image6] Thu	L			
	Golfers Over 55 - 60	Creative	10:12 video - discussing single plane swing - Todd Graves [AD - Talk Single F	L			
	Golfers Over 55 - 60	Creative	1:15 video - Moe Norman's Single Plane Swing Tempo - John Elliott, PGA Tot	W	2-Dec		15-Dec
	Golfers Over 55 - 60	Creative	0:35 video - Rifle Shot Accuracy with One Trick - Moe Norman with Todd Gra	W	2-Dec		15-Dec

So, if we look at this test, this one is for golf. I have the perfect shot, impressing tour pros, golfing over 55 and 60. And so far, so these are different concepts that appeal to golfers.

But when I test initially on Facebook, I don't create completed ads, I just test individual elements of ads.

With Facebook, you have the primary text, which goes above the image, you have the image or the video, which is creative, and then you have a headline.

We don't bother with the description because most people don't see it, anyway.

Golfers Over 55 - 60	Primary Text	DID YOU KNOW: The single plane swing is still the #1 swing method most
Golfers Over 55 - 60	Primary Text	If you're playing golf over the age of 60, you NEED to see this!
Golfers Over 55 - 60	Headline	The Simple Swing That Will Have You Beating Your Friends
Golfers Over 55 - 60	Headline	The Secret To Longer, Straighter Drives
Golfers Over 55 - 60	Headline	This 64 year Old Golfer Did the Impossible...
Golfers Over 55 - 60	Headline	Forget Your Golf Swing and Do This NOW!
Golfers Over 55 - 60	Headline	Better Golf GUARANTEED! See details here...
Golfers Over 55 - 60	Headline	Learn Golf's Banished Swing Method...
Golfers Over 55 - 60	Headline	Rifle Shot Accuracy with One Trick...
Golfers Over 55 - 60	Headline	Find out Why Older Golfers are Winning with THIS...
Golfers Over 55 - 60	Creative	Single Plane Golf Swing - red shirt - tan pants + white arrows + golf club in t
Golfers Over 55 - 60	Creative	The Moe Norman and Bryson Dechambeau Secret - Comparing wrong & righ
Golfers Over 55 - 60	Creative	Single Plane - 1 - 2 - 3 - 4 System - shows starting + 4 swing positions [Ima
Golfers Over 55 - 60	Creative	Canada's Secret - Moe Norman pic - crowd in background + red line + dots [
Golfers Over 55 - 60	Creative	Discover Canada's Secret - Moe Norman with dark background [Image6 Thu
Golfers Over 55 - 60	Creative	10:12 video - discussing single plane swing - Todd Graves [AD - Talk Single
Golfers Over 55 - 60	Creative	1:15 video - Moe Norman's Single Plane Swing Tempo - John Elliott, PGA Tc
Golfers Over 55 - 60	Creative	0:35 video - Rifle Shot Accuracy with One Trick - Moe Norman with Todd Gra

I'm a copywriter myself, but I also work with a copywriting team, and with a creative team.

You can see there's lots of copy here to be tested. A whole bunch of headlines, primary text copy, and the creatives – different images that I worked with designers to create.

I test these individual elements.

The reason I do this is because the way to achieve the best results on Facebook is to understand what Facebook's business model is. And their model is to keep people on the platform as long as possible.

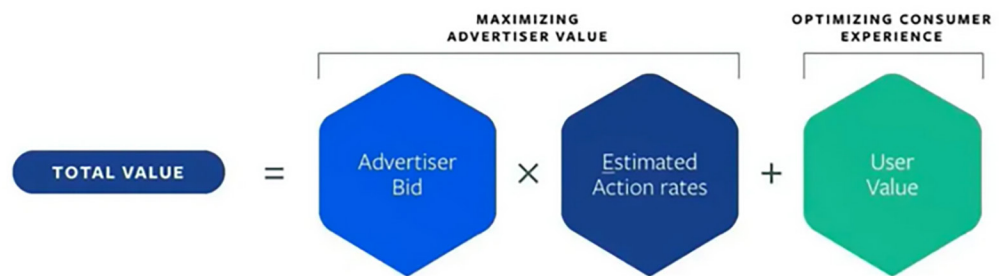
Which is not actually in contradiction with what we want. We want them to click and leave the site, of course, when they click on our ad and leave the site.

Where do these two meet in the middle?

They meet by reading between the lines. Facebook want to keep them on the platform.

In other words, they want to keep them happy. They want people to have a good experience on Facebook and come back and use Facebook again and again and again, and keep scrolling, scrolling, scrolling, that's their objective, because they're selling eyeballs for profits.

They don't want to lose their eyeballs, by having advertisers peeve them off, or make them mad or offend them or anything else. So, the way to achieve meeting Facebook's objective while meeting your own is to use something that Facebook called branded estimated action rate.



That's a particular metric that they use when you're testing.

When I'm doing these initial tests, and I'm breaking it down by element, and just testing the individual elements. We are not testing for conversion. Rather, I'm testing for branded estimated action rate and cost per click.

The branded estimated action rate is Facebook's algorithm telling me how engaging is this content for the audience. Will it keep them on the platform? It's basically a score.

And then the cost per click, when they click on the ad and they are engaging with it, that's telling me or at least give me some kind of score is this element's engaging enough that it looks like the audience will take some action that I want.

Which is to click on the ad and go buy something, of course.

So essentially, I test the individual elements, I have a scoring system, I have winners and losers.

Element	Element Title	Rounds of Testing - (W)winner or (L)oser			
		RD	RD 2	DCT RD 1	Proving Ground
Headline	Golfer? Here's Some Straight Talk About Consistency ...	L			
Headline	Got 15 Minutes a Day? We'll Show You How to Gain 15-40 Yards with Your D	L			
Headline	When Touring Pros Want More Distance and Consistency, Here's What They	L			
Headline	Gain 15-40 Yards Off the Tee Without Expensive Golf Lessons	W			
Headline	REVEALED: Secrets of The World's Longest Drivers	W			
Headline	REVEALED: Secrets of The World's Most Consistent Golfers	W			
Headline	He Couldn't Break 100. Now He Shoots in the 70s. Discover His Secret.	W			
Headline	How I Went from Golfing Zero ... To Shooting in The 60s ...	W			
Headline	The Easiest Way to Hit the Golf Ball Consistently	W			

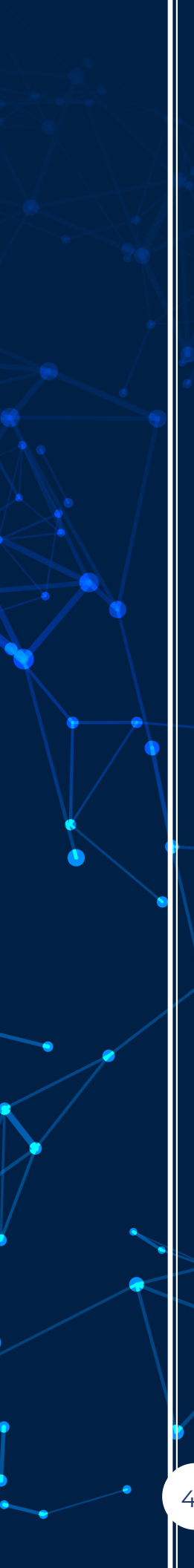
Once I get the winners, Facebook has this thing called dynamic creative.

You give it individual headlines, primary text and creative and it will combine them and create all the different possible combinations of ads that there are and run them all at the same time.

It will use its machine learning to find the ideal audience for each of those combinations of ads.

Dynamic Creative		Elements	TOTAL ADS
Max			
5	Headlines	2	
5	Primary Text	3	6
10	Creative	3	18 < total AD combinations
250			

What a lot of people don't understand with Facebook is it doesn't keep data on the account level, or the campaign or ad set level. It keeps it on the ad level.



Every ad is an individual landing page in the Facebook ecosystems as keeping lots of data on that level. It's accumulating what type of target audience works for this ad. What type of stick rate does this page have. What type of positive versus negative engagement and so on.

What I do is, after test individual elements, I combine them into a dynamic creative.

If you were to feed Facebook, the maximum number of elements you can 5 headlines, 5 Primary Text, 10 creative and so forth, you get 250 ads, which is way too many.

Because you would never have a budget to support that kind of test.

My goal is to have no more than 20 ads per dynamic creative test. The way everything gets a statistical significance test.

People have all sorts of trouble with Facebook, Google search, YouTube and so on. And they throw their hands up and say it doesn't work. They're just taking their money, nothing works. But it's because they never found out what the machine learning platform wants, and thus never gave it to them.

The system of testing I use – I'm not going to claim I was smart enough to come up with it all myself. I've worked with many different people. For example, one person I've worked with has profitably spent over \$500 million on Facebook. And worked directly with the ad tech engineers at Facebook that develop many of the features in the ad platform.

A lot of this system came out of him working with the engineers at Facebook, and also working with a VP from Guthy Renker

that used to spend \$100 million a year on infomercials where your only attribution is whoever calls within 15 minutes of the end of the show.

So, a lot of these system details came from people like that. And also, of course, I've been doing this for 35 years myself. So, there's a lot of my own stuff in the system also.

So, that's the testing.

But this is just the start.

The goal is to get one control ad and then get a collection of control ads.

I define a control ad as an ad that delivers consistent and predictable results at an acceptable CPA (cost per acquisition.)

Until you have that, obviously, you can't move forward. You have to have a collection of ads that are predictable, consistent, at an acceptable cost, then you can start to test all sorts of new things.

Now that I'm delivering a stream of customers that are profitable because they're the right CPA, I can now test completely different marketing objectives and test different ad channels.

This is the way that this is tracked – this is called the Facebook Daily Scrum Doc. Here you'll see I have currently three objectives. Prospecting - retargeting - strategic testing.

Date	TOTAL Summary							Prospecting							Ad Spend	
	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV		% of Spend
Jan Totals	\$15,755	1,554	\$39,206	\$10.14	\$23,532	\$2.49	\$25.28	\$12,220	1,057	\$26,451	\$11.56	\$14,232	\$2.16	\$25.02	78%	\$6,686
Feb Totals	\$8,036	2548	\$24,836	\$3.15	\$16,800	\$3.09	\$9.75	\$4,018	1274	\$12,418	\$3.15	\$9,400	\$3.09	\$9.75	50%	\$6,958
March Totals	\$10,726	4650	\$29,326	\$2.31	\$18,600	\$2.23	\$6.31	\$5,363	2325	\$14,663	\$2.31	\$9,300	\$2.73	\$6.31	50%	\$10,165
April Totals	\$12,210	6330	\$30,210	\$1.93	\$18,000	\$2.47	\$4.77	\$6,105	3165	\$15,105	\$1.93	\$9,000	\$2.47	\$4.77	50%	\$11,775
May Totals	\$14,508	8432	\$33,108	\$1.72	\$18,600	\$2.28	\$3.93	\$7,254	4216	\$16,554	\$1.72	\$9,300	\$2.28	\$3.93	50%	\$13,764
June Totals	\$15,870	9990	\$33,870	\$1.59	\$18,000	\$2.13	\$3.39	\$7,835	4995	\$16,835	\$1.59	\$9,000	\$2.13	\$3.39	50%	\$15,313
July Totals	\$10,290	12214	\$38,890	\$1.59	\$18,000	\$2.08	\$3.02	\$9,145	6107	\$18,445	\$1.59	\$9,300	\$2.02	\$3.02	50%	\$12,263
Aug Totals	\$20,212	14136	\$38,812	\$1.43	\$18,000	\$1.92	\$2.75	\$10,106	7068	\$19,406	\$1.43	\$9,300	\$1.92	\$2.75	50%	\$19,192
Sep Totals	\$21,390	15510	\$39,390	\$1.38	\$18,000	\$1.84	\$2.54	\$10,695	7755	\$19,895	\$1.38	\$9,000	\$1.84	\$2.54	50%	\$20,649
Oct Totals	\$23,594	17918	\$42,594	\$1.34	\$18,000	\$1.78	\$2.38	\$11,997	8959	\$21,297	\$1.34	\$9,300	\$1.78	\$2.38	50%	\$22,791
Nov Totals	\$23,050	19170	\$43,050	\$1.31	\$18,000	\$1.72	\$2.25	\$12,325	9685	\$21,525	\$1.31	\$9,000	\$1.72	\$2.25	50%	\$24,187
Dec Totals	\$27,776	21700	\$46,376	\$1.28	\$18,000	\$1.67	\$2.14	\$13,888	10850	\$23,188	\$1.28	\$9,300	\$1.67	\$2.14	50%	\$26,390
Friday, January 1, 2021	\$944	76	\$2,356	\$12	\$1,411	\$2.49	\$30.99	\$844	74	\$1,956	\$11	\$1,111	\$2.32	\$26.42	89%	\$100
Saturday, January 2, 2021	\$865	50	\$1,736	\$17	\$871	\$2.01	\$34.72	\$765	48	\$1,336	\$16	\$871	\$1.75	\$27.83	88%	\$100
Sunday, January 3, 2021	\$884	59	\$1,998	\$15	\$1,114	\$2.26	\$33.86	\$783	56	\$1,597	\$14	\$814	\$2.04	\$28.52	89%	\$101
Monday, January 4, 2021	\$814	53	\$1,686	\$15	\$872	\$9.07	\$33.82	\$712	49	\$1,284	\$15	\$872	\$1.80	\$26.21	87%	\$102
Tuesday, January 5, 2021	\$797	39	\$1,314	\$20	\$518	\$1.65	\$33.70	\$694	34	\$911	\$20	\$1,314	\$1.31	\$26.80	87%	\$103
Wednesday, January 6, 2021	\$801	52	\$1,857	\$15	\$1,056	\$2.32	\$35.71	\$697	46	\$1,453	\$15	\$876	\$2.09	\$31.59	87%	\$104
Thursday, January 7, 2021	\$803	62	\$2,141	\$13	\$1,339	\$2.67	\$38.54	\$698	55	\$1,726	\$13	\$1,039	\$2.49	\$31.57	87%	\$105
Jan Week 1 Report	\$5,907	\$391	\$13,088	\$15	\$7,181	\$2.22	\$33.47	\$5,192	382	\$10,273	\$14	\$5,081	\$1.98	\$28.38	88%	\$715
Friday, January 8, 2021	\$832	53	\$1,638	\$16	\$806	\$1.97	\$30.91	\$726	45	\$1,232	\$16	\$806	\$1.70	\$27.39	87%	\$106
Saturday, January 9, 2021	\$842	60	\$1,752	\$14	\$910	\$2.08	\$29.20	\$735	51	\$1,345	\$14	\$810	\$1.83	\$26.37	87%	\$107
Sunday, January 10, 2021	\$831	54	\$1,774	\$15	\$942	\$2.13	\$32.85	\$723	44	\$1,306	\$16	\$842	\$1.89	\$31.04	87%	\$108
Monday, January 11, 2021	\$810	58	\$1,839	\$14	\$1,029	\$2.27	\$31.70	\$701	47	\$1,430	\$15	\$879	\$2.04	\$30.41	87%	\$109
Tuesday, January 12, 2021	\$788	48	\$1,519	\$16	\$731	\$1.93	\$31.64	\$678	36	\$1,109	\$19	\$431	\$1.64	\$30.80	86%	\$110
Wednesday, January 13, 2021	\$822	52	\$1,757	\$16	\$934	\$2.14	\$33.79	\$711	39	\$1,346	\$18	\$634	\$1.89	\$34.51	87%	\$111
Thursday, January 14, 2021	\$888	66	\$1,606	\$14	\$798	\$1.99	\$29.88	\$806	47	\$1,194	\$17	\$686	\$1.72	\$29.43	86%	\$112

I could have any kind of objective I want.

If you look at the reporting inside each of the ad channels, they all report by campaign, ad set, ad level, and so forth.

But you cannot get any reporting based on objectives.

So, I extract the data from the platform. And I do a pivot table. And then I flow the data in here on a daily basis.

And what this allows me to do is look at the trends because it's not about the daily results. It's about the trend. How is the data moving week-over-week, month-over-month, quarter-over-quarter, year-over-year?

Year-over-year can be interesting, because if you run a certain campaign, say, Black Friday-Cyber Monday, how did it work last year? You can check when you coming up to it this year? How did the numbers look?

And also, I would be keeping this Testing Roadmap for the next 30, 60, 90 days.

Testing Roadmap											
Currently Live	Task	Budget	Launch Date	Notes							
DCT	Animated Ads	\$100	6/1	\$0.72 avg in GB							
DCT	Testimonials	\$100	6/1	\$0.78 avg in GB							
Consideration	Task	Budget	Dependency	Notes							
	Video Ads	\$100	Budget Bandwidth	\$0.81 avg in GB							
	UGC	\$100	Budget Bandwidth	\$0.86 avg in GB							
	Broad Retargeting		Budget Bandwidth	Site Traffic last 180 Days							
	Broad Retargeting		Budget Bandwidth	Facebook Engagers 365 Days							
CATEGORY	Task	Budget	Dependency	Notes	6/1	6/8	6/15	6/22	6/29	7/6	7/13
Creative Testing	Animated Ads	\$100 LIVE	\$0.72 avg in GB	Went Live	1 Winner						
	Testimonials	\$100 LIVE	\$0.78 avg in GB	Went Live				0 Winners			
	Video Ads	\$100 Budget Bandwidth	\$0.81 avg in GB					1 Winner			
	UGC	\$100 Budget Bandwidth	\$0.86 avg in GB					Est Start Date			
	Animated Ads v2	\$100 Budget Bandwidth	\$0.86 avg in GB					Est Start Date			
Audience Testing	Product Shots	Waiting on Animator	Ready to Launch in GB								
	Testimonials v2	Built in GB									
	Influencer	Waiting on Videos									
	Stacked 1% LAL	Reaching out to talent									
	Retention	Audience is < 1,000	Purchase Event 180 Days						Est Start Date	Launched 7/7	
Offer Testing	BOF Daily Unique Reach	Audience is < 1,000	Start with ATC 3 Days	Purchase Event 150 Days & CRM List							
	Broad Retargeting		Site Traffic last 180 Days	Facebook Engagers 365 Days							
	Broad Retargeting								Est Start Date	Winner	Established BAU
	DPA	\$150									
	Rebupsell	Landing Page in Dev	Buy 2 Get 1 Free								
	Higher Price Test	Landing Page in Dev	Try selling for \$99								

But I'll also have this Testing Log for major tests.

Testing Log									
FB Test	Flighting	Total Spend	Pur	ROAS	CPA	AOV	Daily Spend	Status	
Sample Data Below Only									
Cost Cap Control Consolidated Test	6.1 - 6.5	\$6.4k	211	4x	\$30	\$122	\$450	Evergreen	
	<p>The Consolidated Control (targeting Control Regions) campaign delivered 3.8x ROAS on \$6k spend in May. Based on this we launched a Cost Cap version to attempt incremental spend at premium performance. The difference with the Cost Cap was that we launched it as a CBO instead of ABO. Our bid is \$50 and success is consistent. Daily AVG Spend is \$450, which is 19% of spend... at 30% above Account Average Performance.</p>								
Cost Cap Influencer Test	6.15 - 6.31	\$5.3k	133	2.8x	\$40	\$113	\$330	Evergreen	
Hypothesis	<p>Due to the success of the Cost Cap test on Consolidated Control (targeting Control Regions) campaign. We are going to test the same strategy against our best incremental reach effort. Currently at \$5.3k spend with 2.8x ROAS.</p>								
Post Buy Insights:	<p>This has been upgraded to an Evergreen BAU campaign. Also, due to the restricted investment on FB in June, this has taken the place of the "Lowest Cost" Influencer campaign, which spent 7.5k at a 2x.</p>								
Value vs. Lowest Cost Test	6.22	\$2.8k	89	3.28	\$31	\$102		Testing	
Hypothesis	<p>Value bidding pushes the system to drive ROAS. Cost Cap was not successful at providing incremental success in California only Control Consolidated Campaign. If we cannot drive down the CPA, this effort would help push up the AOV. Currently the CA Control Campaign has spent \$6k at a 3.6x ROAS.</p>								
Golden Bear Test Experiment	7.15								Pending
Copy Test	<p>This will be a Large Batch copy test, and is on the 2nd phase. Our goal is to find the Copy that drives the</p>								

What were we trying to achieve?

What were our numbers?

What was the status?

Did it succeed and it has become part of the program?

Is it still in testing?

Did it not succeed? And so forth.

But also, on here, I will have what happened last Black Friday, Cyber Monday.

So, I can go back and look, what did we do last year? And what was the data so that we can think about what we're going to do this year.

When it comes to just more immediate changes and optimizations – I'll have the Optimization Log.

Date	Business Objective	Optimization	Goal	Budget Impact	Projected Outcome	Actual Outcome	Status
Sample Data Below Only							
	Strategic Testing	Turn this Back On, taking \$100, from Prospecting, to start.	Shift \$100 a day to a more profitable effort and lift overall performance by shifting investment.	None, reallocation of budget, but potential for incremental.	Lower our CPA, and daily budget will increase to \$300-\$500 in 14 days.		In Process
	Retargeting	Raise budget to \$100, with incremental dollars.	Scale the volume of sales and retargeting to pay for creative testing on broad.	Incremental \$50 a day to start, with more if performance justifies.	Scaled Profit Volume will fund Creative Testing efforts and allow for worse than goal CPA to begin.		In Process
	Prospecting	Turn off worst performing ad in each ad set.	Reduce CPA in Prospecting	None	Scaled Profit Volume will fund Creative Testing efforts and allow for worse than goal CPA to begin.		In Process

My goal here is I'm attempting to increase the budget while keeping the CPA the same.

And so, I will map it out before I do it, and then do it, and then put the results in here.

But the other thing is this allows me, if something goes wrong, to roll back my actions. I can look at the Optimization Log and see what changed before it all went haywire. And I can roll it back.

Normally, the algorithm will pick up where it left off if I remove a bad move.

The Testing Roadmap is where I break down the testing by category. And it's also mapped out by week. There may be co-dependencies between the tests, like I can't do certain tests until the previous test is done.

And of course, obviously, I can change tests based on things that are going on. Nobody has an unlimited budget. So that's the other constraint is budget. And the budget also has to be assigned between testing and then depending upon results.

But if we go back to the scrum docs, this is for Facebook, for Google Search, GDN. That's display. YouTube. Email is not a paid channel, of course, but I put in a scrum doc as another channel, because ultimately, in the end, nobody really cares about their Facebook results versus the YouTube results.

	\$803	62	\$2,141	\$13	\$1,339	\$2.67	\$34.54	\$698
	\$5,907	\$391	\$13,088	\$15	\$7,181	\$2.22	\$33.47	\$5,192
	\$832	53	\$1,638	\$14	\$806	\$1.97	\$30.91	\$726
	\$842	60	\$1,752	\$14	\$810	\$2.08	\$29.20	\$735
	\$831	54	\$1,714	\$15	\$942	\$2.13	\$32.85	\$723
	\$810	58	\$1,839	\$14	\$829	\$2.27	\$31.70	\$701
	\$788	48	\$1,519	\$16	\$731	\$1.95	\$31.64	\$678
1	\$822	52	\$1,757	\$16	\$934	\$2.14	\$33.79	\$711
	\$808	56	\$1,632	\$14	\$798	\$1.99	\$28.50	\$696
	\$5,734	\$381	\$11,884	\$15	\$6,150	\$2.07	\$31.19	\$4,971
	FB Daily Scrum Doc	G-Search Daily Scrum Doc	GDN Daily Scrum Doc	YouTube Daily Scrum Doc	Email Daily Scrum Doc			

What they care about is their overall ecosystem results. The reason for the individual docs is obviously that's where you're doing the advertising or you're running campaigns.

But what you're really paying attention to is overall, what's my CPA or cost per acquisition?

Overall, what's my blended CPA?

And in this document, here, I have the different channels, that's Facebook, search, GDN, YouTube, email, and so forth. And then the Ecosystem CPA this is a total of all those channels.

SOURCE OF TRUTH										TOTAL Summary (Ad Channels using 1-Day Click)									
Date	Total Conversions	Total Revenue	CPA	Profit	Total ROAS	ACV	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	ACV	Ad Spend	Total Conversions	Total Revenue			
Saturday, January 1, 2022	12	\$2,400	\$200	\$2,000	\$6.00	\$200.00	\$400	10	\$2,000	\$40	\$1,600	\$5.00	\$200.00	\$100	2	\$400			
Sunday, January 2, 2022	12	\$2,400	\$200	\$2,000	\$6.00	\$200.00	\$400	10	\$2,000	\$40	\$1,600	\$5.00	\$200.00	\$100	2	\$400			
Monday, January 3, 2022	18	\$2,406	\$22	\$2,062	\$5.96	\$133.67	\$404	15	\$2,005	\$27	\$1,601	\$4.96	\$133.67	\$101	3	\$401			
Tuesday, January 4, 2022	24	\$2,412	\$17	\$2,064	\$5.91	\$100.50	\$408	20	\$2,010	\$20	\$1,602	\$4.93	\$100.50	\$102	4	\$402			
Wednesday, January 5, 2022	30	\$2,418	\$14	\$2,066	\$5.87	\$89.00	\$412	25	\$2,015	\$16	\$1,603	\$4.89	\$89.00	\$103	5	\$403			
Thursday, January 6, 2022	36	\$2,424	\$12	\$2,068	\$5.83	\$67.33	\$416	30	\$2,020	\$14	\$1,604	\$4.86	\$67.33	\$104	6	\$404			
Friday, January 7, 2022	42	\$2,430	\$10	\$2,010	\$5.79	\$67.86	\$420	35	\$2,025	\$12	\$1,605	\$4.82	\$67.86	\$105	7	\$405			
Jan Week 1 Report	\$174	\$16,890	\$16	\$14,030	\$5.91	\$97.07	\$2,800	145	\$14,075	\$20	\$11,215	\$4.92	\$97.07	\$715	29	\$2,815			

You'll see I'm using 1 day click data. And that's because there's an issue with attribution with these digital channels. There's always been an issue with attribution, even before digital.

If you think about it, if you're a one channel company, say you're only doing direct mail, I used to do that a lot. If we send out a mailing, and then the coupons come back in direct mail, so comes in the mail has a little code on it. I know for sure where it came from.

But the truth is, most companies are not one channel. And so even if a direct mail coupon comes back, somebody might have seen it in the magazine, or they might have seen it online, or they might have seen on the Billboard.

Do I really know it was just the direct mail that caused them to buy or was it a combination? We don't know. And we'll never know. I mean, people have spent billions of dollars trying to come up with a multi-channel attribution system and they fail.

Because it's not possible to know precisely.

So, to take account of that, I set all the channels to 1 day click.


What that means is, each channel will only count a sale for a particular ad, if the sale came the same day that they clicked

on the ad. And if I have Google the same GDN, YouTube and so forth, all on 1 day click, it doesn't make any of them more accurate per se but cuts down the overlap.

The longer a person takes to make a decision, the more channels they were probably exposed to. So, I cut down the overlap.

Also, even if it means we're under reporting, if I can improve the 1 day click, then I'm absolutely improving the overall number. Because I'm improving the toughest one to get. 1 day click is the toughest sale to get.

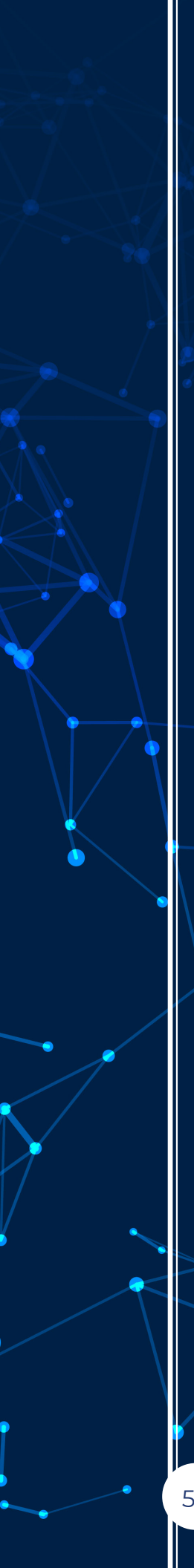
So, looking at the Ecosystem CPA, this is a summary of all the channels when they click. This is a summary of what's really going on. This is the bank, your source of truth, your CRM, shopping cart, whatever you want to call it.



Date	SOURCE OF TRUTH						TOTAL Summary (Ad Channels using 1-Day Click)						
	Total Conversions	Total Revenue	Total Blended CPA	Profit	Total ROAS	AOV	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV
Saturday, January 1, 2022	12	\$2,400	\$33	\$2,000	\$6.00	\$200.00	\$400	10	\$2,000	\$40	\$1,600	\$5.00	\$200.00
Sunday, January 2, 2022	12	\$2,400	\$33	\$2,000	\$6.00	\$200.00	\$400	10	\$2,000	\$40	\$1,600	\$5.00	\$200.00
Monday, January 3, 2022	18	\$2,406	\$22	\$2,002	\$5.96	\$133.67	\$404	15	\$2,005	\$27	\$1,601	\$4.96	\$133.67
Tuesday, January 4, 2022	24	\$2,412	\$17	\$2,004	\$5.91	\$100.50	\$408	20	\$2,010	\$20	\$1,602	\$4.93	\$100.50
Wednesday, January 5, 2022	30	\$2,418	\$14	\$2,006	\$5.87	\$80.60	\$412	25	\$2,015	\$16	\$1,603	\$4.89	\$80.60
Thursday, January 6, 2022	36	\$2,424	\$12	\$2,008	\$5.83	\$67.33	\$416	30	\$2,020	\$14	\$1,604	\$4.86	\$67.33
Friday, January 7, 2022	42	\$2,430	\$10	\$2,010	\$5.79	\$57.86	\$420	35	\$2,025	\$12	\$1,605	\$4.82	\$57.86
Jan Week 1 Report	\$174	\$16,890	\$16	\$14,030	\$5.91	\$97.07	\$2,860	145	\$14,075	\$20	\$11,215	\$4.92	\$97.07

This is the actual sales in the bank, and there will be a difference between the source of truth and the total of the ad channels. Normally though, because I tracked these percentages, normally the difference between the two is generally the same.

It generally tends to be the same and each of these ad channels tend to have a particular percentage that they are off. So, Facebook might be showing 70%, Search might be showing 80% but they generally stay the same.



And the interesting thing is when I'm tracking target CPAs by channel is not just by channel, if it's a multi-channel campaign, I'm trying to find the optimal cost per acquisition based on how much percentage of spend that channel gets.

An example is, if I'm running both search and Facebook, and it looks like search does better, and I could make the argument search is intent traffic, so they are looking for me, so they're probably more ready to buy.

So, I might think, well, I should cut my Facebook spend because Facebook's CPA is higher, it's not doing as well as search. So, I could completely cut my Facebook but if I was tracking it like this, using trend analysis, I find if I cut my Facebook budget, that my cost per acquisition on search actually goes up.

And the reason it will go up is because actually a lot of people saw me on Facebook first and then went and searched for me.

So, Facebook was actually helping and contributing to my Google search results. And the only way to know that is to track it using the Ecosystem CPA doc.

You can do tests, where you can cut the budget on one channel by 10% for a week and see what happens. And you might find that yes, the profit goes up immediately.

But then it starts to trend down because now they're not seeing it on Facebook and searching on Google. And then the results on other channels tend to go down.

Of course, if you think about it, email is a channel – so let's say they see you on Facebook, they don't convert, then they search

for you on Google, convert and end up on the email list – all of these channels are helping the email channel also.

People think – we should just do email because there’s no cost. But email is really taking all the credit for everything else.

Email Daily Scrum Doc

TOTAL Summary								Control Campaigns							
Date	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV	Ad Spend	Total Conversions	Total Revenue	Total CPA	Profit	Total ROAS	AOV	
Jan Totals		994	\$25,670	\$0.00	\$25,670	\$0.00	\$25.82		497	\$12,835	\$0.00	\$12,835	\$0.00	\$25.82	
Feb Totals		2548	\$24,836	\$0.00	\$24,836	\$0.00	\$9.75		1274	\$12,418	\$0.00	\$12,418	\$0.00	\$9.75	
March Totals		4650	\$29,326	\$0.00	\$29,326	\$0.00	\$6.31		2325	\$14,663	\$0.00	\$14,663	\$0.00	\$6.31	
April Totals		6330	\$30,210	\$0.00	\$30,210	\$0.00	\$4.77		3165	\$15,105	\$0.00	\$15,105	\$0.00	\$4.77	
May Totals		8432	\$33,108	\$0.00	\$33,108	\$0.00	\$3.93		4216	\$16,554	\$0.00	\$16,554	\$0.00	\$3.93	
June Totals		9990	\$33,870	\$0.00	\$33,870	\$0.00	\$3.39		4995	\$16,935	\$0.00	\$16,935	\$0.00	\$3.39	
July Totals		12214	\$36,890	\$0.00	\$36,890	\$0.00	\$3.02		6107	\$18,445	\$0.00	\$18,445	\$0.00	\$3.02	
Aug Totals		14136	\$38,812	\$0.00	\$38,812	\$0.00	\$2.75		7068	\$19,406	\$0.00	\$19,406	\$0.00	\$2.75	
Sep Totals		15510	\$39,390	\$0.00	\$39,390	\$0.00	\$2.54		7755	\$19,695	\$0.00	\$19,695	\$0.00	\$2.54	
Oct Totals		17918	\$42,594	\$0.00	\$42,594	\$0.00	\$2.38		8959	\$21,297	\$0.00	\$21,297	\$0.00	\$2.38	
Nov Totals		19170	\$43,050	\$0.00	\$43,050	\$0.00	\$2.25		9585	\$21,525	\$0.00	\$21,525	\$0.00	\$2.25	
Dec Totals		21700	\$46,376	\$0.00	\$46,376	\$0.00	\$2.14		10850	\$23,188	\$0.00	\$23,188	\$0.00	\$2.14	
Friday, January 1, 2021	\$0	4	\$800	\$0	\$800	\$0.00	\$200.00		2	\$400	\$0	\$400	\$0.00	\$200.00	
Saturday, January 2, 2021	\$0	4	\$800	\$0	\$800	\$0.00	\$200.00		2	\$400	\$0	\$400	\$0.00	\$200.00	
Sunday, January 3, 2021	\$0	6	\$802	\$0	\$802	\$0.00	\$133.67		3	\$401	\$0	\$401	\$0.00	\$133.67	
Monday, January 4, 2021	\$0	8	\$804	\$0	\$804	\$0.00	\$100.50		4	\$402	\$0	\$402	\$0.00	\$100.50	
Tuesday, January 5, 2021	\$0	10	\$806	\$0	\$806	\$0.00	\$80.60		5	\$403	\$0	\$403	\$0.00	\$80.60	
Wednesday, January 6, 2021	\$0	12	\$808	\$0	\$808	\$0.00	\$67.33		6	\$404	\$0	\$404	\$0.00	\$67.33	
Thursday, January 7, 2021	\$0	14	\$810	\$0	\$810	\$0.00	\$57.86		7	\$405	\$0	\$405	\$0.00	\$57.86	

So, the whole idea is to find your best blended CPA result across all channels.

That’s why you have this Testing Roadmap. You’re testing all these different things to find out how to get to the right point where you have the lowest CPA delivering consistently.

The only other thing I want to show you is this thing called Automated Rules.

EXECUTION EXAMPLES			
Active Rules			
	Global	Control Consolidated	Creative Testing
Golden BEAR / Dynamic Creative Budget Cut / Deactivator [Turn Ad Off] Trend Analysis Ad Level			Impressions > 5k
Performance Gate Scaling Budget Boost / Pre-Established Criteria Intraday Campaign Level ----- Budget Cut / Deactivator / Sliding Scale Intraday Campaign Level ----- OR Budget Boost / Sliding Scale Intraday Campaign Level ----- Budget Reset (Next Day) Intraday Campaign Level ----- ----- Budget Cut / Deactivator / Sliding Scale Trend Analysis Ad Level ----- Reactivators / Midnight Reactivator ----- Budget Cut / Deactivator / Sliding Scale Intraday Ad Set Level ----- Reactivators / Midnight Reactivator -----		Start of Day: Increase Budget 20% Daily Spend >= 75% + CPA > 25% over target THEN Turn Ads Off OR Daily Spend = 100% + CPA < Target CPA THEN Budget = Current NumberOfSales * Target CPA Start of Day: Decrease Yesterday's EOD Budget 10% PLUS Minimum Budget = Set Min. for Campaign REPEAT ABOVE STEPS EACH DAY If Spend > \$500 past 7 days + CPA > 10% over target THEN Turn Ads Off Turn Ad Back On at 12am By 6pm if CPA > 10% over target THEN Turn Ad Set Off Turn Ad Set Back On at 12am	
Scale Results ... by Increasing Efficiency Increase Efficiency Trend Analysis Ad Level Increase Budget (while maintaining efficiency) Trend Analysis Ad Level		Establish stable CPA Lower CPA target by 5% each Monday Track perf. - shoot for month over month impr. Continually add new ad tests When efficiency (target CPA) is improved by 10% Then increase budget by 10% Wait until CPA stabilizes at or below target Continually add new ad tests Repeat	
Strategic Rules - Day Parting / Other Alerts		See Notes in Strategic Rules - Day Parting TAB	

With machine learning systems, and Google are not too far behind Facebook in terms of the sophistication of the machine learning, you will get the best result when you train the machine on what results to deliver to you.

And the best way to train the machine is to use automated rules.

I discussed the general concept of how automated rules work on pages 36 - 37. So, I won't repeat myself here.

The chart above shows a number of different methods or strategies that can be used with automated rules.

The strategy used in the example on pages 36 - 37 is called Performance Gate Scaling. It will scale when it's doing well, and it will contract when it's going over budget.

But it will start the next day, if it scales, and it's all okay, it will stay at the higher level and the next day, then scale some more. And if as long as it stays within budget, it will keep scaling but if it doesn't, it will turn the ads off and pull back.

And it does this automatically thanks to the automated rules.

The other thing to mention about scaling is this: many people running ads have the view that the way to scale is to run some tests, get an ad that works, and then increase the budget on that ad.

And that is absolutely a way to have your ad tank.

Because there's a certain formula going on with every ad. And budget is one of those elements. So, if you increase the budget without increasing the other operators in the equation, then all you're going to do is increase the price that you get delivered it.

So, the way to scale by increasing efficiency is, as I mentioned before, you want a collection of control ads. And the way that Facebook and more so these days Google work is that they will read the copy.

And they have so much data on users that they not only know who to target and what they want, but they know where they are in their customer journey.

So, if you have a collection of ads, from different angles, different appeals, but also at a different point of the customer journey,

then the algorithm will figure out who gets to see which ad based on where they are in the customer journey.

I mean, if they see that a person has been visiting Carmax multiple times and looking for a Lexus IS 250 (that's what I've been doing) ... that person becomes a prime candidate at the bottom of the funnel to see ads for a Lexus IS250.

Facebook will show ads that appeals to bottom of the funnel instead of top of funnel as long as I give it the collection of ads.

So, the way to scale results by increasing efficiency is to give the ad channel more options. Give the algorithm more options to pick from and it will get more efficient on what price it delivers. And as my CPA gets reduced below my target I can increase my budget. That's when I increase my budget.

View the “Live” Demonstration of the Fractional CMO – Paid Digital Channels Process

Visit Here ==> [Process Demo - Managing for Target KPIs - Scale - Efficiency](#)

ABOUT KELVIN PARKER ...

A little about my background:

35+ year in direct marketing ... I started out as the marketing director of publishing companies - which led to copywriting, deal-making, media buying - and A.I. & machine learning, the Fractional CMO paid digital channels process and more.

I've recently worked on lead generation for a \$50 million/year gold company - a \$25 million/year training company - and generating sales for a \$10 million a year golf training company, a relationship app, and a write your own book service.

Some career highlights:

- Worked with some of the brightest marketing minds in the world, such as Jay Abraham, Ted Nicholas, Clayton Makepeace, and many others ...
- Opened up new businesses all over the world – each turning over millions of dollars for Reuille Holdings – a \$300 million a year Swiss company ...
- Built start-ups - going from ZERO to 200,000+ names on the customer file within 12 months, and ran programs that included 60 active promotions running at one time ...
- Copy has generated up to \$16,140 per 1,000 names mailed (84% prospect names)...
- Increased sales and conversions by 260% for Dr. Robert Anthony, by 420% for OptionsMONSTER, and over 600% for Inspired Publishing Group ...

- Worked in most every marketing channel, dozens of industries and niches, and ran an international program marketing in over 190 countries and 12 languages ...
- Key industries include Info-publishers – Course Creators – SaaS Sellers ...



"I don't claim to be the world's greatest or best at anything.

"But I've spent 35+ years in direct response marketing. I've run campaigns for some of the brightest marketing minds in the world - and also total beginners, start-ups, and everything in-between.

"I've experienced, executed, and succeeded - and at times failed - at almost every aspect of this business.

"From the 30,000-foot strategic view to the nitty-gritty minute detail, from crafting copy to executing analytics systems, from high-level deal-making to doing customer service...

... if it's part of the equation that makes money - with my experience I can most probably get it working for you delivering the results you desire."

* * *



I've spent tens-of-thousands of dollars on education, courses, workshops, coaches, mentors and more... all in an effort to master the world of Direct Marketing.

And with just two phone calls Kelvin has conclusively proven that most of everything I "thought" I knew was outdated and based on faulty, old school practices and beliefs.

He outlined a process that was: 1. Less Complicated; 2. Far Easier to Implement; 3. Extremely easy to understand; 4. Yielded massively greater positive results... with far less effort!

He's managed to take the best tools, processes and scientifically validated principles to create a slam-dunk methodology that can supercharge the bottom line revenue of any business.

Only a fool would pass up the opportunity to learn from him.



Travis Cody
International Bestselling Author
Hollywood Screenwriter
Copywriter



With Kelvin's expert marketing advice, our fledgling upstart company made \$1.29 million in our first 12 months of doing business. We owe him a debt of gratitude.

I have also recommended his services to many of my clients who have always been blown away by the compelling and sales-pulling copy he delivers.

Kelvin is not only a consummate copywriter but a marketing genius extraordinaire. Because of his extensive in-the-trenches experience in both the brick-and-mortar and online worlds, he's emerged as a brilliant marketing strategist with a track record for success.



Maria Veloso
Author Of "Web Copy That Sells"
Publisher Of "One Minute Cure"



Kelvin is the REAL thing, and I rarely endorse people.

He has studied under and worked for some of the greatest marketing & sales experts, alive.

With his wealth of experience, and 35 years of the business building, you want him on your team - for life.

He is one of the few people, I trust for advice. And I am ever grateful to stumble upon him.

Having him on my side, he more than helped me shortcut my process & knowledge on business building.

He always challenges me, my assumptions, my knowledge and ... he knows how to maximize results with minimum effort.

And from him, you can expect that he only shares you proven profitable techniques and strategies that WORK, today.

Kelvin is generous, kind hearted, and has a brilliant mind.

...I would jump on any opportunity to learn & profit from him.



Aaron Gagnon
Growth & Profit Strategist



Kelvin Parker's business advice and counsel over the years has been invaluable.

I have a successful Facebook group of over 9,600 people, and a thriving private community, and I wouldn't be in this place if I hadn't sought out Kelvin's advice.

In a world of self-proclaimed gurus and people passing out half-baked marketing tips left and right, Kelvin is the real deal. His experience and results speak for themselves.



Steve Roller
Founder Cafe Writer Community
Author Of "The Freelancer Manifesto"



Kelvin's copy breathes fire, crackles with energy, radiates a contagious passion for whatever he sells.

After 30 years as a direct marketer and copywriter, he has a knack for knowing exactly what to say to trigger out-sized advertising response. He deserves all of his remarkable success, and so do the clients smart enough to hire him.



Gary Bencivenga
Marketing Bullets



If an ad campaign starts out badly and is in need of CPR, I call Kelvin.

He has more business and marketing experience than about anyone I've come across.

First thing he does is put his knowledge and experience aside and run a series of quick experiments to get the data. This way, he's been able to fine tune a new client's campaign to generate leads for under \$2! Incredible!

He's my secret weapon (I guess not so secret anymore).



Alex Makarski
Digital Media Buyer
Consultant / Fractional CMO
Entrepreneur



Kelvin's a consultant's consultant. You can ask him a question about a myriad of subjects and he's able to give you a clear-cut answer. I've been on the receiving end of his tutelage many times-and will do so again and again.

He is caring and encouraging. He meets you where you are in your learning. He's focused on you actually 'getting it' not on his ego.

I don't care how many digital gurus you've studied with, Kelvin has advice you probably won't hear anywhere else. Advice he's put to the test for over three decades ... with remarkable success.

Really wonderful strategist, thinker and teacher.



Tia Dobi
Content Strategist
Content Marketing Writer
Copywriter



Kelvin creates kick-butt acquisition campaigns - he has also mastered the art and science of creating persuasive sales copy.

If you get the chance to work with him, he'll knock it out of the park for you...



Clayton Makepeace
"Highest Paid Copywriter" In The Direct Marketing Industry



I've sold over \$500 million through direct response and understand how it works...what I learned from Kelvin blew my mind.

If only I'd met him sooner I'd be at a billion by now.

Kelvin knows direct response better than anyone I've ever met. He's smart, creative, strategic and disciplined in his approach.

If he ever agreed to work with you – consider yourself very fortunate.



Russ Dalbey
Dalbey Education



Kelvin, is absolutely amazing. Just on one of our four projects he increased our results over 600% and we had this product already running with 100's of members for a year prior to working with him.

He has since worked with us on multiple projects and producing incredible results. Anyone looking to increase sales should hire Kelvin NOW!



Randy Schrum
Inspired Publishing Group



Kelvin worked with our group and group-related companies for 5 years. He was active in the United States, Australia, New Zealand and the Far East.

Kelvin developed for us businesses turning over many millions of dollars. He has also been a successful pioneer in web-marketing for the group.



Jean-Claude Reuille
Reuille Holdings - Switzerland



I truly don't think I'd be where I am today without the help I've received from Kelvin. His marketing savvy and copywriting skills are top notch. If you have a problem - Kelvin usually has a solution.

He's also incredibly generous with his time and resources, something he certainly doesn't have to be at his level of the game. In short, if you get the opportunity to work with him, take it!



Julie Hassett
Financial Copywriter

CONSISTENT & PREDICTABLE RESULTS AT ACCEPTABLE KPI'S ...

Kelvin Parker - CEO

Kelvin is a 35+ year veteran of direct marketing – has worked with start-ups up to multi hundred-million-dollar enterprises, and everything in-between – driving new leads, clients, sales, and profits.

Ready to Transform Your Facebook Advertising?

Discover how our Fractional CMO process can deliver predictable, scalable growth for your business.

Watch our 3-minute demo to see the process in action: [Watch Demo Video](#)

[Let's connect](#) for a brief 15-minute call to explore the next steps.

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