

Process for Regional Marketing Facebook Ads

Generate New Leads To Find Coaches in Your Area

This is a general outline detailing the process used when working with Regional Directors to help generate new leads for coaches via Facebook Marketing Ads.

Included are ideal budgets, not limited to, that you can plan for prior to launching your ad. The budgets listed are based off the performances and results of the numerous ads we have done in the past. To avoid over/under spending, the running time of the ad will ultimately determine the size of your budget. My advice is to first determine the length of time you would like your ad to run for prior to deciding on your budget. I can help you with this as well if needed.

My recommendation for the initial ad spend is \$100 over a 2 week period. The performance and results of your first ad will determine how we approach any new ads thereafter in regards to budget and/or other details within the ad setup.

If you're ready to launch your first ad to start finding new coaches in your area and/or if you have any questions about the process, please feel free to call or email me any time.

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BENEFITS

LEAD GENERATION	<i>for New</i>	Coaches	Teams	Players
AWARENESS	<i>of</i>	Brand	Club	Tryouts

TARGET AUDIENCE

Age: 32-55	Location	Interests	Demographics
income	industry	Habits	etc...

PROCESS, CREATION, & AD MANAGEMENT

1. Create Facebook Ad (*for Director*)
2. Monitor incoming leads
3. Send new leads to Director (*via continuous email thread*)

CONTACTING NEW LEADS

1. Director initiates contact with new leads via email/call

- **Coaches Packet attached on introduction email**

2. **Lead Notes:** Director documents and shares on-going notes of new leads via — *Will go over details on how do this when the time comes.*

- *All notes received will be added to Lead Profiles on Salesforce in order to — document, refer back to, maintain contact, and utilize for marketing purposes / long-term conversion process (if needed).*

GENERAL BUDGET

Initial Budget: \$100 for 2 Weeks

Based on results / outcome of initial Ad..

AMOUNT \$\$	100	125	150	200	250	increments of \$50
WEEKS	2	2 to 3	2.5 to 3.5	3 to 4	3.5 to 4.5	4

PRIOR TO LAUNCH TO DO FOR DIRECTORS

1. Add *Ryan Rohmiller* as an **Ad Account Advertiser** on your **Ads Manager Account**

- For Help on how to do this, click the link: <https://bit.ly/2xIMJg3>

2. **Payment Method:** Add and/or confirm Info

- For Help on how to do this, click the link: <https://bit.ly/2zDKC7W>