



7 Steps To Power Up Your Paid Ad Campaigns

1. Track your data.

Whatever industry you're in, the first essential thing you need is the proper tracking setup. You need this in order to know whether the ads you've spent on are successful or not.

What do you track? Look at your "macro conversions", or the big picture events you want to measure. For ecommerce, this would be your sales; for lead gen, it would be someone contacting you. Think of your micro conversions as well - what are the steps leading up to your macro conversions?

Remember, you can't optimize something without knowing what works and what doesn't. So without tracking, you're flying blind.

You don't need a lot of tools, either. Each platform usually provides its own tool that you just need to set up.

2. Focus on intent.

Intent online is powerful, and it's often the best starting point. Suppose someone types into Google the exact product or service that you sell. At the very least, you want to make other sales or leads from that type of traffic.

Take advantage of people's intent to buy, with Google shopping ads, search ads, Amazon PPC or a shopping cart abandonment campaign.

Intent-type traffic is a great starting point to test if you can convert people into customers. It works very well for ecommerce or service-type businesses, where there is a high number of intent-based queries.

3) Lean into the algorithms or pixels that are on ad platforms.

Typically, with Google, you would pay for a click. It was an auction where people would set the maximum amount that they were willing to spend per click. Now Google has what's called automated bidding, by which you let Google make the bidding decisions.

There's a number of different automated bidding strategies you can use. One is target CPA bidding, where you tell Google your ideal cost per lead, and they go and find people at that level.

On Facebook, lookalike audiences are very good. So is CBO or Campaign Budget Optimization, where, similar to automated bidding, you indicate your budget, let Facebook distribute it among the ad sets, and they decide which ad set deserves more budget than another, based on performance.

4. Have really, really good copy and creatives.

Creatives and copy are highly important to the success of your ads. It is a war of attention out there, and if you can't hook people with your copy, they will just scroll



If copywriting is not one of your strengths, it is worth investing in a professional to help you out. Make sure, though, you have the right market and a relevant product first.

5. Make sure that you cull the wasted ad spend.

For the first month or two running ads, consider your ad spend an investment, not an expense. You're buying data.

You're then going to interpret the data and identify the waste, using the tracking you've set up. You're going to turn off what's not working and reinvest the money into what has worked.

In Google, culling waste will mean adding negative keywords for search ads or shopping ads, to prevent them showing for things that you don't want.

For a retargeting campaign, or display campaign, or even a YouTube campaign, you'll have to exclude placements that are consuming budget without converting.

In Facebook, this will mean cutting creative and audiences which are not converting as well.

6. Make the channels work together.

Life can get in the way of a sale. So if someone doesn't buy from you on one platform, why not give them additional chances via other channels?

And if you've made sales, for instance, off someone's book listing, why not target their Facebook or their YouTube audience?

There are insights you can draw and leverage from one platform to another. It's low-hanging fruit, and works for whatever type of online business you have - e-commerce, lead gen, info products, etc.

Ilana has built an entire concept around this, which you can find out about at TeachTraffic.com/puzzle.

7. Use ads to build your email list.

You can use ad platforms to build your own database, and once the people are on your email list. You can control where you upload it, and as an extension you can use ads with email marketing.

If you have 5000 people on your email database, you can upload that list to Facebook when you send a promotion via email. The big mistake so many people make, says Ilana, is as soon as someone's on their email list, they never show them an ad again.

In her opinion, always combine ads with email marketing for your offers, so that many people share it. Use ads to build your email list. But then also combine ads with email.

Need help with your ad campaigns? Head over to TeachTraffic.com

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