

What To Know Before Scaling

- Ensure you have a strong ROAS before scaling. Performance will decline as you scale as FB/TT will target less qualified users. However, if the volume offsets the lower ROAS, you make more money.
- Not all products scale. Some products cap out at \$500-1000 per day just because the market for the product is too small. Not enough people are in market to purchase right now.
- Make sure back end systems are setup.
 - Good customer service.
 - Good product.
 - Good customer experience.
- Have cashflow ready for scaling. Do not scale too fast. Be prepared for Shopify/Paypal holds e.g 20% hold for 60 days.

Scaling Budgets

- There are two ways to scale the budget:
 - duplicating at a higher budget or increasing the budget on an existing ad-set/campaign.
 - Both methods work but it depends on your ad account. Test it and see for yourself.
- To duplicate budgets, duplicate the ad-set up to 2x the daily budget and leave it to run for 3-4 days before analysing results. If profitable, repeat the process.
- To increase budgets, increase the budget by 50% at 12am and leave it to run 3-4 days before analysing results. If profitable, repeat the process.
- If you already have a good set of winning audiences and creatives, you can put them into a CBO campaign and scale that via duplicating/increasing budget.

Stage One: Interest Expansion (\$500-1000 per day)

- Create a base of profitable interests in your ad account.
- If you're in the scaling stage, you should already be profitable and have creatives that convert so you should continue testing new interests.
- Test 5-10 new interests every single week. Scale the best performing ones. Kill the worst performing ones.
- Test: General keywords, brands, magazines, TV shows, public figures.
- Test broad ad-set too (no targeting).
- You can scale via duplication or by increasing the budget.

Stage Two: LLA Expansion (\$1000+ per day)

- Create a base of profitable Look-a-Like Audiences (LLAs) in your ad account.
- A LLA is an audience of people who share similar characteristics with your existing users/customers. Wait for 300-500 events.
- Test these LLAs: 95% Video Views, View Content, Add To Cart, Initiate Checkout, Purchase, Purchase Email List, Email List.
- Test 1%, 3%, 5% and 10% audience sizes. Go broader if small country.
- You can scale via duplication or by increasing the budget.

Stage Three: Broad Expansion (\$10k+ per day)

- If you're already doing over \$1000+ per day and your product is broad enough to scale mass market, you can expand with broad targeting.
- Take your best performing creatives and add them into a CBO campaign.
- One CBO campaign. 3-5 ad-sets targeting broad (no targeting). 3 ads within each ad-set.
- Start the CBO at \$500-1000 per day.
- You can scale via duplication or by increasing the budget.
- By doing this, you should be able to infinitely scale your revenue until it's no longer profitable (depends on market size).