

I genuinely feel I could teach my Facebook Ad scaling methods to a 3rd grader so before I get into it let me go over the actual important things...

1. Product
2. Creatives
3. Offer

So 1, you need a product that sells a shortcut or plays on an emotion. I've noticed products have their own "ceiling" meaning some products naturally can be scaled easier than others. One of the defining factors for this is how intense are the promises the products sells (that's why I love selling oils and cosmetics). A good example of this is a really good/innovative weight loss product that guarantees x amount of pounds loss in x days.

For 2, you need to constantly be testing high quality creatives. No more ripped "tiktok made me buy" videos. You need solid UGC with viral hooks. It's really important you take the time to produce captivating hooks that actually stop the scroll. (also if you're in the testing phase try and test at least 15 creatives per product)

For 3, your offer needs to stand out. For every product out there you will have competition and the easiest way to beat competition is by out-offering them, so take the time and come up with a offer that will appeal to your potential customer (personally I saw the complementary digital product always do well)

Ok now it's time to get into the actual strategy:

First thing first make sure you are following my testing strategy here:

https://docs.google.com/document/d/1WagoVOZpQH7Jv_1WDqH6u5iZu7LYsHcTaCRmRWSH1NY/edit?usp=sharing to really get the full effect of this.

So, once you start seeing good cpas and you decide it time to scale slowly do the following things:

Increase camp budgets by 20% everyday

Continue to launch new creatives and variations of the winning creatives

Now by just doing that your rev will increase more than you think and the best part is since it isn't aggressively fatiguing any particular creatives your margin will hold.

Now let's say after a couple days of doing this your margin is still hold 30% or above and you want to really take it to the moon this is my aggressive way of scaling up:

Dupe the best camp 2 times at double the budget

Start increasing camp budgets 20% 2-3 a day (will fatigue faster but good if you have a sale running with a end date in mind)

And that's really it guys, like I said earlier it's not rocket science. Simple scales and if you stick to the basics (when it comes to media buying) and focus on the other 3 things I mentioned you'll notice that it really doesn't matter what you do on the ads manager because everything will just work

If you like these kinds of PDFs please follow my twitter. I make a lot of them!

Also I do giveaways and post winners on my IG (@saamiri) so don't miss out!

Love you guys and let's crush it this Q4!