

Proposal: We were once warriors

Hello Wally,

Following our conversation on April 12, I made an outline for a possible collaboration. See if this matches what we discussed.

If this is something you'd like to try, let me know so we can go over the details together and get started.

== Goal ==

Attract more customers using:
Targeted meta ads.
Email campaigns
lead magnet + Email Flows

== How I use meta advertising to get you more customers ==

The problem currently is that not enough purchases are made via Meta advertisements, this is because the previous Meta advertisements did not reach the right target group.

The previous Meta advertisements were not used optimally, resulting in only 7.5K accounts being reached in 2 months. (You can read how I can improve this on page 2

Facebook and Instagram make it possible to reach your ideal customers in the most efficient way. If you know how Facebook and Instagram work behind the scenes, you can reach the exact target group for your service every time with the exact offer you need.

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Many entrepreneurs advertise on Facebook and Instagram by purchasing a 'boost' for certain posts. It's cheap, fast, easy and sometimes it even produces results.

A boost is a highly simplified version of Meta's actual advertising tool. If you know how Facebook and Instagram work behind the scenes, you can reach the exact target group with the exact offer that is needed.

This way you get much more results for less money per request.

Of course, you can figure this all out yourself. But most entrepreneurs are busy with... well, running their business.

I also spend all day doing business. Only my company revolves around creating, testing and optimizing meta advertisements and e-mail marketing. And that's why I guarantee success.

If all I do all day is create ads and my ads don't perform better than yours... it wouldn't be fair to charge you for that.

So if you want to attract more customers and maximize your advertising budget through Meta, I'm happy to help. These are the next steps:

== Next steps ==

Onboarding call

I start by scheduling an onboarding call to gather more information and get a clear picture of your business, what is important to you, which customers you want to attract and why customers choose you.

After that conversation I have enough material to get started.

Campaign setup

I will look at the results of previous campaigns to determine a starting point and see what works and what aspects we can test to perform better.

Ad and funnel optimization

I launch the campaign to collect data and start optimizing. I'm going to test things like:

Offer / CTA

What offer do the customers we want to attract respond to? How do I get the right leads?

Target group selection

Age, location, interests, etc.

Advertising copy

I test different ad texts to find out which one works best.

Creatives

I test different versions of the creative (video, photo, photo carousel) against each other to see which performs best.

Reaction mechanism

I test different response mechanisms to find out if customers prefer to call, message, fill out a form, etc.

Retargeting

Met de Facebook-advertentiepixel zorg ik ervoor dat mensen die onze advertenties bekijken meer van onze informatie en materialen zien.

== Cost ==

I believe that marketing should always be a PROFIT center, and never a COST center. So if we're going to work together, my goal is exactly that. I want to make sure that all the money you spend on ads and ad management comes back to you in multiples. By doing that, I ensure that you never have to worry about bringing in new leads and customers again.

I have a very simple cost structure. There are two components:

Advertising budget:

This is what you pay Meta to place the ads. The higher the budget, the greater the reach, the faster we collect and optimize data.

Management fee:

This is what you pay me for the continuous optimization of the campaigns.

Based on our conversation, I recommend starting with an advertising budget of \$30/day.

This means that the costs:

Advertising budget: €930/month.

Management fee: 10% of every order placed through the advertisement I create.

Total: €930 per month +10% of every order placed from the advertisement.

== Email campaigns & lead magnet ==

(Lead magnet = more leads, higher sales, loyal customers!)

Why use a lead magnet?

- Attracts attention and arouses interest
- Collects valuable contact information
- Builds trust and loyalty
- Segments your audience
- Measure the effectiveness of your marketing

Examples of lead magnets:

- Discount code
- Free Shipping
- Stylish guide
- Exclusive access
- Contest

Because you promote the lead on your website and/or social media, people sign up for the mailing list. The advantage of this is that you build an audience with addresses that are interested in your product.

This creates multiple purchases because you promote all the products to the right target group.

I will create a pop-up page with a lead connected to an automated welcome flow.

This will cause traffic on the website to register on the pop-up page and the email addresses will be automatically added to the flow. And will receive the discount code.

The welcome flow can consist of multiple emails such as
Welcome email (in which they receive the discount code, for example)
Introduction of the brand

People who have not yet used the discount code will receive a reminder that they can still use it for 48 hours.

Email that the discount code is still valid for 24 hours if it has not yet been used.

If visitors use the discount code immediately, they will be filtered out of the flow so they will not receive a reminder email.

Email Campaigns

Because I will create successful email campaigns, multiple orders can come from the email list. This is because people on the mailing list are already interested in the current product, making it easier to sell to these people.

Every email campaign I create will be approved by you before I send it.

I filter out people who have already received an email from Welcome Flow in the past 24 hours, so that they do not receive another email.

The first email I make is purely a sketch and we will go back and forth with it until you and I are satisfied. This allows me to discover your wishes so that I can satisfy you.

This only applies to the first email and I only forward the rest of the emails for checking

I can possibly promote the most relevant lead in the Meta advertisements and on social media messages, so that you get more people on the mailing list. (I can include this in the test procedures)

== Cost ==

The costs I calculate for Email campaigns & lead magnet are 10% from which an order comes.

So I receive 10% from every campaign and/or flow from which an order comes.

== Warranty ==

If you are not satisfied, you can stop at any time, no hard feelings.

No small print. No hidden clauses or tricks.

This only works if we are both happy with how things are going.

== Summary ==

After our conversation, I believe that
meta ads
Email Campaigns
lead magnet + Email Flows
can be a valuable addition to your company.

The advantage of this channel is that you can vary the budget to determine how many requests you receive. If it is a quieter period and you have more space in your agenda, we can increase the customer flow. If your agenda is filling up, we can take it down a notch.

Bottom line: If this sounds good and is something you'd like to try, respond to the email and we'll schedule a follow-up call.

Cordial greetings,

Arnold