

## Behind The Mediabuyer: Jason S. 8 Rapid-Fire Questions With A \$50M Media Buyer

*Insight Source: Head Media Buyer who scaled Grant Cardone's ads from \$0 to \$50M+*

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- **Q:** What did you believe about media buying 3 years ago that you now think is completely wrong?
- **A:** I used to think that specialization was key - the most specialized person for every single aspect of media buying and marketing. One person for tracking, one for copywriting, media buyers really focused on one network. But what I found in practice is that in marketing, things become very slow. You're kind of waiting for that production line to progress. What I lean towards more nowadays is full stack marketers. That doesn't necessarily mean being perfect at everything, but if you understand tracking to a good degree, if you can build landing pages that may not look the best but they're functional - great. If I had the chance to have a four person team over a 10 person team and I could make that work, I would go with that because we've all become fatigued by zoom meetings where we're talking about the work but we just can't get it done.
- **Q:** If you had to bet your career on where paid ads is headed over the next couple of years, what would you bet on?
- **A:** I think media buyers could sort of move themselves up the chain because AI gives us more capabilities. What I find a lot of times in media buying is that it's kind of the last thing that people think about in their company - okay we've created the offer, we've built out the website, here go buy media. But maybe the whole premise of the offer just is not great for paid media. I feel like media buyers could move themselves further up the strategy chain and really help companies because if the company's stated goal is we want to acquire users through paid media, it doesn't really make sense to box the media buyer in when everything's kind of wrong for what they need to scale the funnel.
- **Q:** Can you talk about your experience at Grant Cardone and some lessons you learned there?
- **A:** When I came in, they were down to one media buyer because they were more of a sales organization with organic and a little bit of paid. I hired 10 people, so I was always questioning what's the right way to do this. I found that having people specialize was creating bottlenecks. There was one case where one of the guys on my team was working on Cardone University, and I could see that his funnel was never going to get any attention from the rest of the team, and from my standpoint it just wasn't going to convert to paid traffic. So I made a big push for him to essentially become a marketing manager with media buying as his lead skill. It was controversial within the company

because I was restructuring things, but I think ultimately it was the right model where the media buyers ascended to marketing manager roles where they were responsible for a product and all the iterations on the marketing there.

- **Q:** What was your biggest day of spend at Grant Cardone and how did you handle that pressure?
- **A:** Our highest day was \$350K. The way that happened was Grant does live webinars where there's like a three week buildup, so that spend is not sustained. His goal is often 200K registrants for the live webinars. It was kind of a unique challenge to be able to push that to the max and hit the target CPL goals with everyone looking at you with a lot of pressure because people get nervous when you start spending that much money. But we had a lot of resources there and we were advertising heavily on Facebook, Instagram, all across Google, YouTube.
- **Q:** How would you restructure a media buying team for optimal performance?
- **A:** I would always try to recruit people who want to be full stack marketers whether they are or not, because sometimes I have copywriters who talk to me about media buying and media buyers who are learning copy. That's the core thing I would look for - people who are very growth oriented. Some of the top media buyers are very curious people. I felt like I did a really good job at recruiting media buyers just because I built up a large circle of really good guys who are very curious, very smart, and their success I could attribute to their ongoing learning. You have to create a culture where they're not really afraid to fail and they're actually having a lot of fun. You have to consider if people are working all week, if they're just grinding all the time, then you have a problem that they're not developing and learning.
- **Q:** What's your approach to creative testing and scaling?
- **A:** I think one thing I learned is you can almost have too many ads. It's kind of like if you're going to buy a whole bunch of different stocks, you eventually run out of capital. I kind of found that there was an upper limit. There was a guy who introduced me to the concept of doing like a pre-mortem - just using your mind as a media buyer to go, here's 50 different ads, it's kind of hard to test them all because things can rapidly change. I don't have an exact process because my process will play out more over a month. I can launch ads for leads that are coming out at \$40 in the beginning and I'll know systematically that they will get down to eight or nine dollars, but sometimes I can see creatives that are even further off and I'm like, we've spent a thousand bucks, this just isn't working.
- **Q:** How do you make decisions about when to kill vs scale without rigid formulas?
- **A:** I'm not one of these guys who's looking for exact numbers that are going to play out in the first X amount of spend because I don't fully believe that always holds up. I've just got enough experience where I'll let things play out and know that it's not going to get to the goal versus I can look at a \$40 lead and know that's going to come down because I just do it every day. The way I would work with my team is we would sit down and look at

their account and ask: is the CPA coming down? Maybe they're running three different types of flows and it's the best one they have - it's not ideal but it's coming down and it's 50% better than the other two. I always wanted something running if possible, so we would kill the other two off. That was the way I would teach them more intuitive flows - look at these variables through different lenses and shift them around versus giving them a formula where they would be turning everything off all the time.

- **Q:** What's your approach to funnel optimization beyond just ad optimization?
- **A:** A lot of times I'm manipulating the funnel even more than focusing on the creative because manipulating funnels themselves can be the biggest game changer. I always pushed for controlling the landing page when working with agencies. If you can go from 20% to 30% to 50% conversion rate, you're literally making huge leaps in cost per lead. If you look at it - 20% at a dollar click is going to be \$5 a lead, and 33% at a dollar click gets you down to \$3.33. Those bumps in landing page conversion can be a big deal. Another thing I learned is re-orchestrating funnels where instead of a short ad, they click, read an advertorial, click, load up a VSL, watch it, click through - if you could take a full VSL and put it on Facebook where they watch a 10 minute VSL and then book a call, you're basically front loading the funnel and making it more efficient.
- **Q:** Give me 3 things any media buyer could implement this week.
- **A:**
  - 1) if you're doing lead gen, try to get control of that landing page. Set up a subdomain and send to that - that will give you an extra lever. Get some split tests going on the landers because those bumps in landing page conversion can be a big deal
  - 2) more in-depth split testing on offers using tools that allow you to create many different versions of pages without getting developers involved. If you have insight that an AOV is going to go up 20% or 25%, that might tell you to leave the ads the same and let the split test play out
  - 3) try re-orchestrating funnels where you're pushing that major convincing asset to the front - that can be a game changer if you can make it compliant enough.

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