

Subject Line: Pippa, THE opportunity is awaiting you...

Hello Pippa,

I want to show you something you are missing or not using to its fullest potential.

Something guaranteed to send your business flying to unlimited success.

Just imagine:

Getting up one morning...

And seeing...

Your Business pumping insane money

Seemingly overnight!

This is the power of paid ads.

The ultimate weapon for growing!

I can say with full confidence:

The most important thing for you now is paid ads!

If you are actually serious about succeeding in the business game,
you need to take the big opportunities when presented in front of you!

But let's not get ahead of ourselves...

Firstly check out my plan and see with your own eyes the chance you have (Available below).

The cards are now on your side...

You get to decide...

Are you ready to take off?

Best of Luck.

Vitor Zhivkov

P.S. Here is my plan:

Goals→ The main goal of the program is to generate 50 leads per month overall. The side goals are to increase our Newsletter by 40 people per month and increase website traffic by 30%.

Funnel→ The first part of the funnel will be the ad itself. The ad will send you to the landing page on which we will advertise our website, Newsletter, and Socials.

Target audience→ Deep understanding of the pains and desires of your potential Lead is absolutely crucial. You need to know everything about your Lead, so you can maximize the effects of the copy and images. This understanding can be achieved through market research. But you don't have to worry because I have all the knowledge needed.

Platform selection→ The ads will be published on Google, Instagram, and Facebook. I choose them because they are the most used by our target audience.

Budget allocation→ This of course must be communicated first.

But the budget for the campaign will be distributed like this:

1. Ad Spend on Google Search Ads (60%)
2. Creative Production and Design (16%)
3. Landing Page Optimization and Development (14%)
4. Analytics and Reporting Tools (4%)
5. A/B Testing and Iteration (6%)

Format→ The ad will start with an attention-grabbing headline, and after that the main part with text (using mainly imagination, and kinesthetic language to influence the reader to continue through the funnel) testimonials as images (Before and after images), and a Call to action as the end (Using the two way close).

The Landing page will have a lead magnet as a reward if you follow us on social media, subscribe to our Newsletter, or if you refer a friend. The call to action will be a timer which will have the goal to build urgency (They will have 1 an hour to take the reward and subscribe\refer\follow)

Testing→ Everything will be tested to see which is the ultimate combination. This will be done through A\B testing.

Analytics and improvements→ Every week the campaign will be analyzed and improved if needed.