

To make your own editable copy, hit "File" then "Make a copy"

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - Deliver 5+ new leads to my current client with facebook ads
 - b. How will I know I've achieved it?
 - He will give me money
 - c. When is my deadline?
 - 31.3. 2024
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Solve issues with his Facebook page
 - i. Cause and effect #1
 - finish the fb page
 - force him to do that
 - ii. Cause and effect #2
 - repost from old page
 - download pictures from old posts and repost them
 - iii. Cause and effect #3
 - move followers to the new page
 - make a post with which we address them to the new page
 - b. Checkpoint #2 - Run ads
 - i. Cause and effect #1
 - Set up meta pixel
 - Follow instructions
 - ii. Cause and effect #2
 - Create a campaign strategy
 - how many ad sets
 - how many ads in ad set
 - plan out budget
 - how will I test ads

- iii. Cause and effect #3
 - Create a campaign
 - Set up ads as planned
 - iv. Run ads
- c. Checkpoint #3 - Get data/results
- i. Cause and effect #1
 - grab attention of potential lead
 - get him to read the copy
 - persuade him with the copy to take action
 - clicks on the action button
 - fill his contact info
 - send his contact info
- d. Checkpoint #4 - Analyze ads
- i. Cause and effect #1
 - look at the key metrics
 - analyze them
 - number of generated leads
 - creatives
 - headline
 - copy
 - ii. Cause and effect #2
 - make a conclusion
 - iii. Cause and effect #3
 - optimize ads based on the conclusion
 - creatives
 - headline
 - copy
- e. Checkpoint #5 - 5+ new leads from facebook ads
- i. Cause and effect #1
 - client have 5+ new leads

3. What Assumptions or Unknowns do I face?

a. Assumptions:

- i. Lead will fill out and send his contact info
- ii. Lead will click on action button
- iii. Ad copy is compelling enough to persuade at least 5 people to take action
- iv. Lead will read ad copy
- v. Ad will grab leads attention
- vi. Ads will be test correctly
- vii. Ads optimization will be needed
- viii. Campaign will be set up correctly
- ix. Facebook will correctly analyze data and show ads to right people
- x. Client will do all work required from him in time

b. Unknowns:

- i. How to move people from old to new FB page
- ii. Quality of the leads
- iii. How will he give me the money

4. What are the biggest challenges/problems I have to overcome?

- a. Making sure that the strategies are accurate (correct research on dream outcome, problems, identifying top players and top marketers)
- b. Running paid ads without burning too much money
- c. Move as much people possible from old to new page
- d. Force client to do things quick enough in a smooth and polite way
- e. Analyze data correctly
- f. Profitable ad optimization

5. What resources do I have?

-TRW

-YouTube

-Facebook help center

Calendar Work

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25	26	27	28	29	30	31
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Train, Lur			Train, Lur	Train, Lur	Train, Lur	Checkpoint

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs