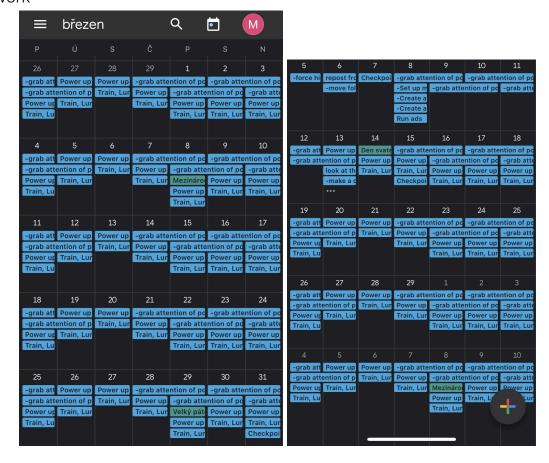
## **CONQUEST PLANNER**

- 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?
  - 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



- 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