

Launch Ads

Let's launch together is not a paid ads course. However, I am very conscious that paid ads use as part of your wider strategy can be really powerful. And I do want you to start learning how to master some of these skills. Now, if you've never done an ad before, this is not the ideal place to start. However, I do want you to commit to getting at least one ad out there because the skills that you learn now, you'll carry on to your next launch. Let's dive in. There is one ad that I want you to put out there and it is your key ad for lead generations. This is all about getting people to join. The one you can see in front of you is just the image. A screen group actually of a very small part of the ad that I'm going to be talking about. So important that we put out at least one because there will be more people out there who are watching you that are not on your list than who are on your list. There'll be more people out there who are not opening your emails than are, so it makes sense for us to actually add in some paid advertising into our wider lead generation campaign for your launch because we want to scoop up the people who haven't yet signed up for your email or who haven't opened your email or who've forgotten about your launch event. Super important.

So what I want you to commit to, even if you're not at the stage where you doing more is right here, right now you are going to do one ad, just one ad, and that's all I want you to focus on. First, you're going to create your audiences. So you're going to go into Facebook ads, into audiences. I have already covered this in a previous lesson and create your audiences first. The ones that I want you to create for sure, and you will probably create many more on this, but these are the basics. Video views over 75%, or if you have a smaller audience or if you start running these ads and you find that you can just not get enough views onto it or the cost per lead goes really high, then expand it out to 50%. But only if you do that, if that happens later on down the line, people who visited your website, people who have engaged with your post or page in the past month and later on in the launch, you could actually expand that to older. So sometimes if I am running out of audiences to target. If my ad cost goes up, I might start then showing ads to people who've engaged in my page over the past six months or a year. Now I'm capturing the people actually have been through my launch a couple of times. That can be powerful. Upload your email list. That is an audience and an Instagram audience too, if applicable if you use Instagram or it's create those facts, it makes the whole ad process so much easier.

So if someone signs up for your list for your launch, what's the next step? Well, one of my favourite ads actually is to play a video and the video is something along the lines and I'm going to share a video with you about how I do this. Hey guys, Laura here. So excited you've signed up for the best launch ever bootcamp. I am here today to remind you to download your schedule and come and join the group. I'm going to drop a link to our links page down below and you can come and join us and that's where I'm going to be hanging out, the Facebook is an amazing, fun place. That's all I do. But what you must not do, you can't link to a PDF in your Facebook ad. Send them to your links page 'cause

you've already created that. Now what if they say not right now? We will always, we always want to assume with anything we do marketing. It's not that it's a no, it's quite simply a not right now. Well, what's next? They may be need reminding so you can re target those people. Maybe they need a different reason to join so you can try a new angle or a different format. Sometimes if someone doesn't sign up for your Facebook ad, but you show them a video on Instagram, they'll sign up there. So you can also build those in.

But right now, all I want you to do is focus on one key ad lead generation. That's it. If you've never done ads before or this is your first launch, this is such an amazing thing to tick off the less in terms of new skills. So once your ads up and running, what can you do to reach more people? Well, you can start using lookalike audiences. Always start off with previous buyers if you can. So look alike list of people who've already bought from you. Some of you, though may not have hundreds of buyers and that's okay. Maybe you're a coach who serves a small number of people well use your email list and eventually the bigger your launches get, you'll be able to create a lookalike of people who've actually signed up if you run out of time or you want more things to do. No, not if you run out of time. If you run out of things to do and you have time to spare, you can start trying some cold interests. I don't do too much of that during my launches. I do a few tests, but not many. I personally never ever, ever do video views, lookalikes, pretty poor quality and never get the right kind of people so they don't work very well for me. So I tend not to use those, especially not during a launch where time is short and I've got very short amount of time to get my ads working. So I focus on things that I know to be working.

So it's time to go and set that ad up and I'm going to give you a tutorial in a separate lesson if you don't know how to do that, but commit to getting your ad out. Start off with that one ad set, going out to maybe who people have engaged with your posts and page. Then duplicate the ad set, do it to website visits and just keep doing that. Put them all into one campaign for this particular ad. And if you've never done an app before, I'm going to create a separate tutorial separate to this, but if you do know how to use Facebook ads, commit to getting this out there. If we just get one advert out for now, it is a massive thing ticked off the list. So commit to getting your ad out. That is your task. And I'll leave this one with you.