

# FIVE STEPS

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TO TARGET COMMUNITIES  
ON SOCIAL MEDIA



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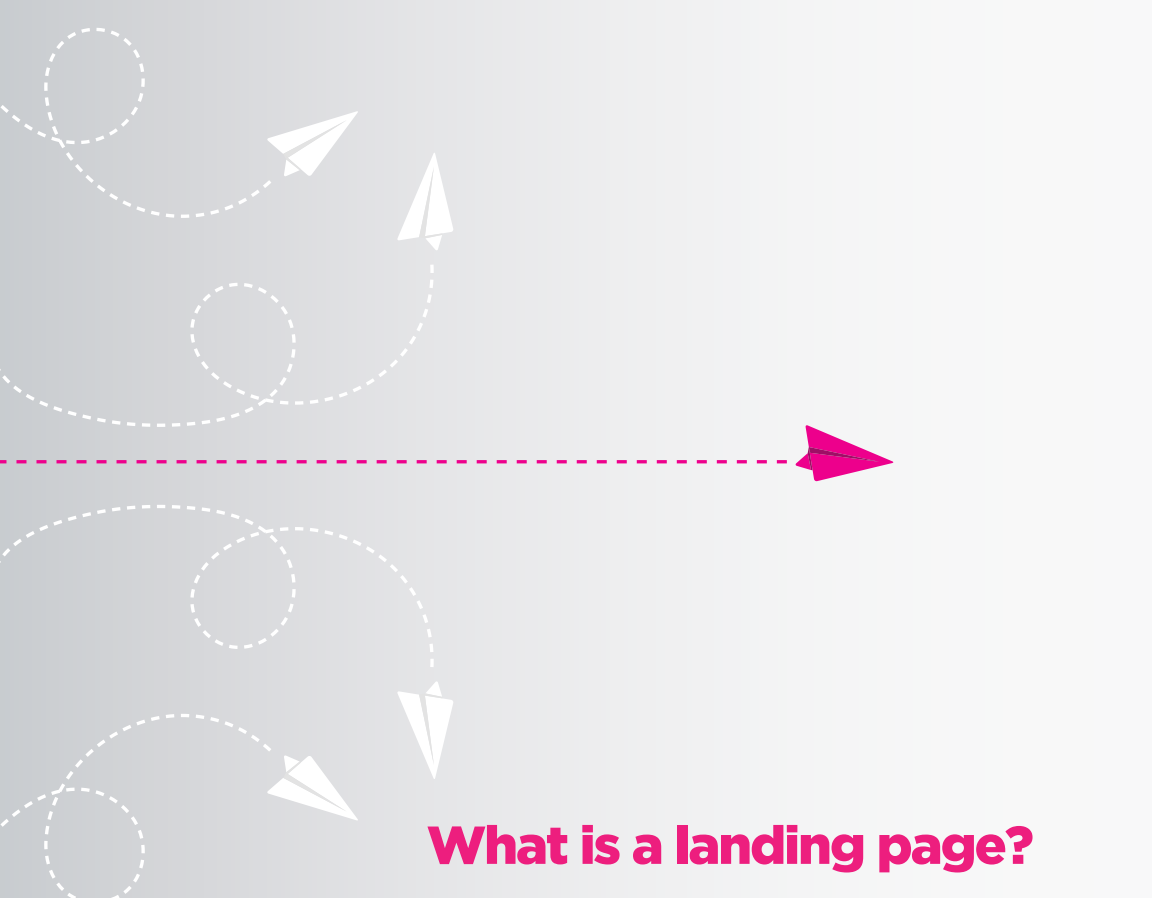
We know the world of online marketing, funnels and sales can be daunting and feel like it's all too much.

That is why we have broken it down for you into easy-to-follow steps. Use this guide to get precisely the right people in the door.



**STEP #1**  
**BUILD A KILLER**  
**LANDING PAGE**





## What is a landing page?

It is a specific page, separate from the rest of your website that you link within a Facebook or Instagram ad.

Without a direct path to follow, people can get off track. Please don't lose your potential clients by sending them to get lost on your website. When you do a direct marketing campaign, make sure you have a page that will guide them exactly where you want them to go. A specific landing page is exactly the right ticket for this. Show them what you have on offer and prompt them to sign up so you can speak to them directly via email.

When building your landing page, use precise wording and graphics that direct them exactly where you want them to end up. Leave nothing to chance.

**STEP #2  
CREATE A  
SMASH HIT  
HVCO**



# Wait, what the heck is an HVCO?

It is a High-Value Content Offer. And it's the carrot you will use to get your potential clients in the door! And by in the door, we mean to get **YOU** into their inbox.

So what can you offer as a high-value content offer? A few things to consider should speak to a need your ideal client has and then solve it. What are potential clients in your

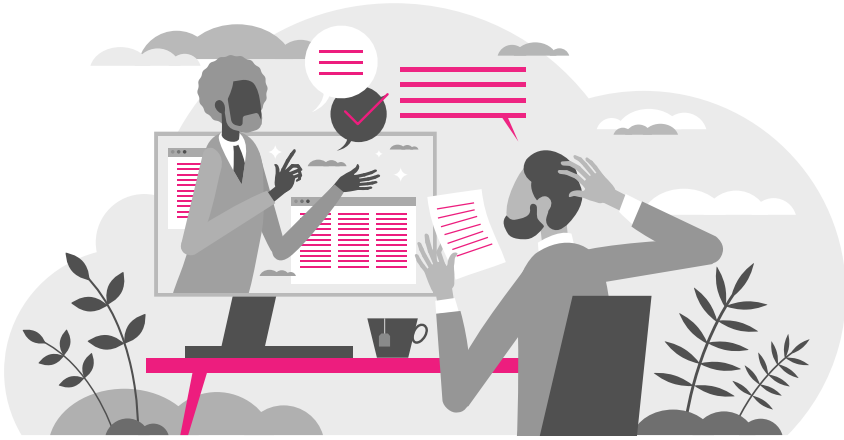
community worried about? And what can you offer them to solve that problem?

Offering people a gift before you do business with them builds trust and encourages them to share something with you in return. Beginning your relationship with each prospective client with confidence is the best way to start.



**STEP #3  
FOCUS ON  
EDUCATION**





## **Education is the key to a successful online campaign and the hook you need to beat the competition.**

Facebook ads are rapidly changing the rules and algorithms, making targeting a specific area very tricky. But we have found the secret sauce to getting around this. We are using educational content to avoid these issues.

So what does that mean? Instead of focusing on sales when creating ad content, use content that focuses on educating.



**STEP #4**  
**TRICK THE**  
**FACEBOOK**  
**RULES**

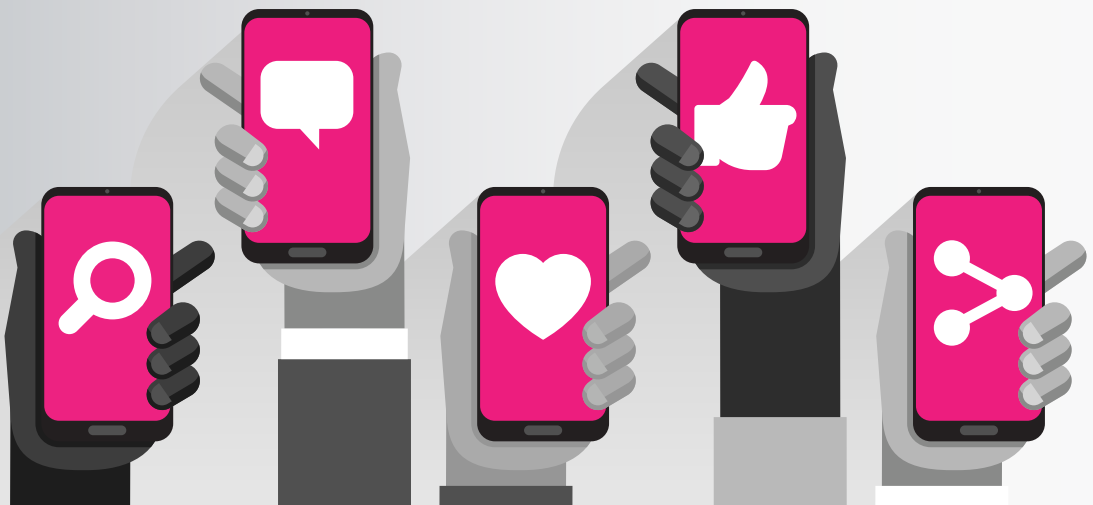


# Have you tried to make a Facebook Ad lately only to have it rejected?

The new “special ad category” rules are **STRICT** and seem to change daily.

Using some of the strategies we noted in previous steps, we can trick the system and target the right audience.

Researching the latest changes will also keep you up to date on where the new challenges lay. Keep an eye on your inbox, and we will send you updates when the rules change! We review the new regulations and changes daily.



**STEP #5**  
**SEAL THE DEAL**  
**WITH EMAILS**





## Ensure you sign up with a **RELIABLE** email provider to send these emails, so they don't end up in the junk folder!

**We can recommend Active Campaign.**

<https://mbsy.co/activecampaign/96460543>

Now that you have done all of this work to get a prospective client's email, how are you going to seal the deal? With emails!

But not just asking for the sale on the first email; you wouldn't ask someone to marry you on the first date! So ease into it. Send them a welcome email with your amazing HVCO, and then follow up with some knowledge and information about yourself. Building the trust and rapport will give them the confidence in you that they need to sign up!



As always, with tips and tricks like these, we are here to help!

We spend hours each week pouring over data and designing sales offers that work. It's what we do! Move through these steps, and if you get stuck along the way, we would love to provide you with a consultation with our experts to get you on the right track.