

Startup Success

**THE PROVEN THREE-STEP
ADVERTISING
CAMPAIGN
STRATEGY**

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THE PROVEN THREE-STEP ADVERTISING CAMPAIGN STRATEGY

Phase 1: Outreach

1. What message would you like to share with people who have never heard of your brand before?

2. How will you emotionally connect with new potential leads?

INSPIRATION INTRIGUE HUMOR OTHER: _____

3. What form will this message take?

TEXT + IMAGE

VIDEO

4. Call-to-Action:

COMMENT

LIKE

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5. Draft/outline the content of the ad:

Phase 2: Lead Generation

Free offer that requires a small commitment.

1. What is the value of your free offer? (i.e. how will it help your potential customer? why would they want it?)

2. What is the free offer?

- Video course
- Quiz
- Checklist
- Guide
- E-book
- Trial membership
- Something else: _____

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3. Call-to-Action: SIGN UP

4. Draft/outline the free offer:

5. Draft the ad that promotes the free offer:

Phase 3: Sales Promotion

Delivered ONLY to people who opted-in during the 2nd phase. These people are being informed about the promotion both in their email inbox and with your ads.

1. What are you really selling? (i.e. not a vacuum, but a clean carpet. Not an online course about gardening, but the *ability* to grow a lush garden.) _____

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2. Three ways your customer's life will be changed by the product:

1. _____

2. _____

3. _____

3. Why do they need to buy NOW? (Create urgency)

4. Call-to-Action: LEARN MORE >> SALES PAGE/BUY NOW

5. Draft your ad:

