



GUIDE TO EFFICIENTLY SCALE

TO TRIPLE YOUR REVENUES



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Want to scale your eCommerce campaign budgets and find more success than ever? There's truly never been a better time; the eCommerce industry is booming! But, okay, I know - if only it were as simple as it sounds, right?

While scaling your campaigns successfully can take a lot of effort, I'm here to tell you that with the right strategy and a little bit of trial and error, it is possible - and I'll even tell you exactly how to get it done!

In this eBook, I've compiled the most helpful tips, strategies, and bits of wisdom I've gained throughout my career. I'll tell you the best platforms on which to advertise based on the types of products you sell, the best way to group and target your audience, and, finally, how to use continuous campaign optimization to ensure that your campaigns work well even on a larger budget.

With all of this plus an ROAS calculator, a time-saving hack for creating a great customer avatar, and my

magic formula for writing killer ad copy, you've got just about everything

you need to get started with those big-budget campaigns that will actually bring in the bucks. Consider it my gift to you!

Wishing you all the best,

Guy Rozman



INTRODUCTION

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Ecommerce Scale-Up Success

CHAPTER 2

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Messaging Strategy that
Works

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Your Scale-Up Machine

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Optimizing Your Way to
Profitable Scale

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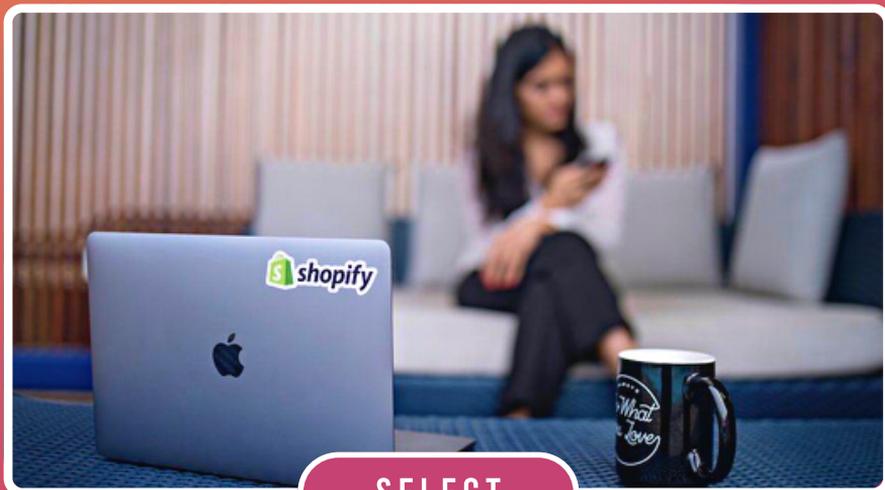
In my experience, scale-up success can only be achieved with strategy, strategy and more strategy.

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STRATEGIZE YOUR WAY TO
ECOMMERCE SCALE-UP
SUCCESS



SELECT

CHAPTER 1

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The secret behind any successful ad creative is the messaging. Compelling copy and creatives come together when you understand the pains of your customers, when you know who they are.

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The ecommerce industry is blowing up. Shopify estimates that online will account for a whopping 18.1% of worldwide retail sales in 2021, up 45.8% from just two years ago. And by most estimates, these numbers will only continue to grow in the years to come.

To put it bluntly, there's never been a better time to have an ecommerce business.

Ecommerce business owners are well-aware of this growing demand. They're tapping into it with strategically placed PPC ads that advertise their wares to online audiences. But while many see initial traction with low-budget campaigns, profitability quickly vanishes for most when they attempt to scale up their efforts.

The reasons? There are many and varied. From budget allocation to targeting, marketing tools, creatives and messaging, there are lots of moving parts in every successful campaign. If even one of these variables is out of sync, chances are you'll see your ROAS shrink.



And even when you've got all these factors locked down tight, the operational side of your business needs careful calibration to support the increased demand generated by your ads.

In my experience, scale-up success can only be achieved with strategy, strategy and more strategy.

That's right, setting up an effective UA engine that consistently delivers positive ROAS requires strategic thinking, and lots of it. This article is all about helping you set up your scale up strategy. So, without further ado, let's jump right into this.

GETTING YOUR DUCKS IN A ROW

Let's kick off by reviewing a couple of important rules of thumb that you should check off before you loosen up that grip on your wallet and open up the UA floodgates.



Know your numbers.

To effectively scale you've got to know that you're playing with a winning hand of cards. Scale-up is a complex process with many elements at play; your product, operations and logistics are all key to supporting it. Get your hands into the nitty gritty of your business data to understand your real costs before you let your demand-generation monster loose.

Do your homework to understand exactly where your ROAS sweet spot lies. Calculate all of your operating expenses including rent, advertising, salaries, shipping, cost of goods sold etc., and then divide that number by the amount of items you sell online in a given month. You'll know that your business machine is well-oiled enough to support scale during your initial online ad forays; once you start generating overall ROAS of at least 300% i.e., you spend \$1,000 to generate \$3,000 in sales. If you can get to those numbers and are still in the black after all expenses are paid, then you've definitely got something good going on. Something that can support scale.

I created this ROAS calculator to help my clients figure out their cost per product. Try it out, it's free!

Know your channels.

While there are lots of online advertising channels out there, Google and Facebook account for the lion's share of the traffic, and hence, advertising budgets. Their advertising systems are the most advanced, and they've got the world's best data and technology powering them. There are definitely lots of other, newer channels competing with them but my advice for ecommerce business owners is to stick with the leaders of the pack.

Finding the optimal budget allocation between the two channels is a tricky game. Basically it mostly boils down to whether you have a "pull" or "push" product. If you've got a product that people actively search for—a "pull" product—Google is your best bet as ads there are displayed in response to proactive searches. For example, your retro t-shirt ads are presented when someone searches Google for retro t-shirts. In other words, Google is considered a high-intent marketing channel, meaning that users usually go there for a specific purpose like finding retro t-shirts.

Google's CPCs are determined by the number of competitors and the size of their bids. So, if you've got a pull product that doesn't have too much competition, you'll be able to generate a strong, positive ROAS pretty quickly. Among Google's different ad products, Google Shopping is without a doubt the number one channel for e-commerce business owners. It delivers more qualified traffic, a better user experience, and focuses on searches with clear customer intent.

Facebook on the other hand is a low-intent marketing channel that is better for "push" products. Most users go there to socialize, not necessarily to find the perfect retro t-shirt for their best friend's birthday. However, the unparalleled targeting mechanisms that Facebook provides pretty much guarantee that you'll be able to get your products in front of the right audience.

The impact comes not by meeting specific demand, but rather by generating that demand among an audience that you've determined needs your products. Hopefully, you'll not only see leads from Facebook, but also more demand on Google as Facebook audiences see your ads there and then look for your products on Google.

My advice when scaling is to keep your ROAS high by first going for the low-hanging fruit on Google Shopping with most of your budget. Once you've met the initial demand you'll see your ROAS plateauing. To counteract that trend, you'll have to up the size of your bids which will increase your CPCs and reduce your ROAS. Before that happens, you should branch out to Facebook to tap into the demand waiting for you on that channel. That's the way to keep your ROAS at optimal levels.

Know your ideal customer.

The secret behind any successful ad creative is the messaging. Compelling copy and creatives come together when you understand the pains of your customers, when you know who they are. Customer Avatars provide a framework through which you can empathize with your customers, to better understand who they are and why they buy your products. They shed light on the value that your products provide to your customers, on the pain that they ease.

Creating a Customer Avatar can take some time. It requires in-depth research using well-known marketing tools like interviews, surveys and feedback requests. If you take the traditional, by-the-book route you'll need to find real customers, convince them to speak with you and conduct multiple interviews with them.

But if you're a small business owner, chances are that you don't have time for all of that. Luckily, over the years I've developed a hack for this that significantly reduces the time it takes to develop a Customer Avatar.

Here's how it works: I scour the internet for User Generated Content on the specific products—or competing products—that I'm promoting. I look for testimonials, quotes and any other reviews on my customers', and on their competitors', websites. These quotes provide me with a wealth of information about the product—about the benefits it provides, pain it eases, and the real outcomes it delivers. I then take these insights and fill out an Ad Grid, a type of messaging template that simplifies the process of formulating high-impact messages for each campaign that I run.

This process works like a charm. I've used it more than once as a way to quickly craft high-impact messages and creatives before I scale a campaign.



CONCLUSION

Getting your strategy set up right before scaling is difficult, until you know how. By following the fundamentals laid out above, you should be well on your way. In our next article, I'm going to offer you some quick n' dirty tips about how to craft high-impact creatives that acquire the right users for you on both Facebook and Google.

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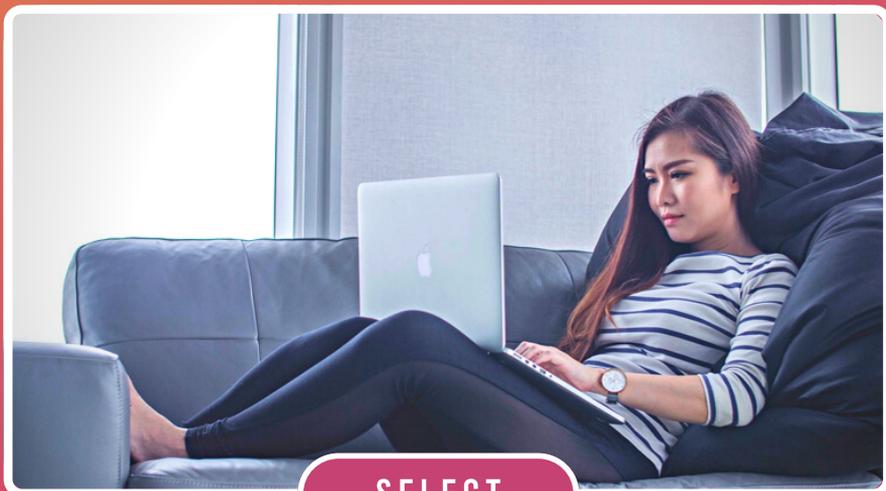
Behind every great ad campaign is a sharp messaging strategy that makes it easy for you to write ad copy that speaks directly to your audience's needs.

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CRAFTING A SCALE UP
MESSAGING STRATEGY THAT
WORKS



SELECT

CHAPTER 2

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Highly relevant, clear messages that communicate the right idea at the right time help you build long-lasting profitable customer relationships.

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High-impact PPC ads compel your target audience to take a desired action. Whether that's signing up for a newsletter, purchasing a product or recommending your service, great ads make fingers click. But it takes more than a tight creative and a highly targeted campaign to do the trick. Behind every great ad campaign is a sharp messaging strategy that makes it easy for you to write ad copy that speaks directly to your audience's needs.

In my previous article, I discussed 3 important aspects that you can't overlook when setting up your scale up strategy. In this article, we're going to look more closely at one of them—knowing your ideal customer. Why? Because the only way to make sure that your messaging addresses your customers' needs is to know exactly what those needs are.



THE IMPORTANCE OF THE SCALE-UP MESSAGING STRATEGY

If you're considering ramping up your eCommerce brand's ad strategy, now's the time to start thinking about the messages you send out with your ads. Before you ramp up your ad spend, making sure that your ad copy hits the mark is an essential element of success. Highly relevant, clear messages that communicate the right idea at the right time help you build long-lasting profitable customer relationships.

Messaging is critical on both Facebook and Google, and you've got to be on both channels if you're really serious about scaling. Some might claim that as a push demand channel, creatives are more important on Facebook and I might agree. But regardless of that, my experience across all the different Google Ad products has shown me that Google Ads with tight copy outperform those with generic copy.

So, how do you write a sharp ad copy that speaks directly to your audience? Guess what it's not-gut instinct. There's a science to it; great ad minds have already done the heavy lifting for us, breaking down great ad copy into their core elements. Over the course of my career, I've narrowed down these concepts into a unique process that I successfully use to write ad copy that consistently delivers results for my eCommerce customers. But before we jump into just how I do that, let's quickly review my process for empathizing my customers.

Creating a Customer Avatar.

I already went over this in great detail in my previous article, so I'll give you an abridged version here. Customer Avatars serve as a way for you to emphasize and visualize your ideal customer. They basically help you understand why customers want to buy your products by shedding light on the value and benefit they derive from them. Creating one using the proper process takes time; we're talking about surveys, polls, interviews and focus groups.

My hack is to go to the horse's mouth. I look at testimonials from my customers', and their competitors', websites to read the real words of real consumers relating their positive experiences with the product. I use these insights to fill out an Ad Grid—a type of messaging template— which forms the basis of my messaging strategy.

Once you're done, your Ad Grid should look something like this:

<p>Before Have - allergy symptoms that makes it difficult to breathe Feel - frustrated, tired, low-energy Average day: wake up clogged, sneeze and wipe nose all day, feeling tired, difficult to get a good night's sleep Status - she feels disabled by her allergies that make her feel bad and always need to treat herself. Evil - the disease and the allergens such as dust mites, pollen, mold spores, pet dander, pollutants in the air, smoke, smells</p>	<p>Name: allergic Ann</p> <p>Demographics 34, female, married+2 in New York High income, Tech savvy, college education Quote: I'm struggling to breath Looking for products to relieve allergy symptoms.</p> <p>Key purchase drivers Reasons to buy: breath easy, sleep better, stop your nose from running all day long, reduce suffering from allergy. Objections: will it work? Will my symptoms go away? How will I track air quality? What if it doesn't work?</p>	<p>After Have - reduce the effect of the allergy symptoms Feel - energized Average day: easier to breath makes it easier to work, study and live the day by day Status - Ann feels empowered and she can now be more productive and feel much better Good - clean air</p>
<p>Frustrations & fears Ann is frustrated with: Sneezing all day, hard to sleep, difficult to breath, wake up with congestion, red eyes Ann is afraid of: Allergies getting worse, the spring, forget her medications, asthma attack</p>	<p>Wants & inspirations Ann wants to: Breathe more easily, not rely on medications, sleep better, stop sneezing, stop wipe nose all the time, be able to play sports Ann values: taking care of herself, her health, her family comfort</p>	

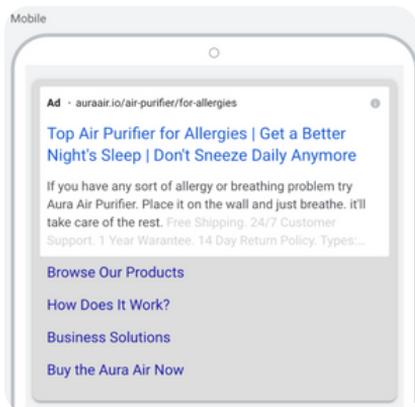
Now that we've got that out of the way, let's move on to the Magic Formula

THE MAGIC FORMULA FOR WRITING KILLER AD COPY

Believe it or not, but writing killer ad copy is easier than you think, if you know how. There are basically 3 elements that need to be addressed in an ad. Once you find the right way to express each one and combine them together in an ad, chances are you're going to see a significant uplift in your performance.

The first element is the value proposition AKA the value prop. To put it simply, the value prop answers the question of what's in it for the customer by putting the focus on how your customers define value. It tells your customers how your product will change what they have, how they feel, their average day, or their status. It clearly states the benefit that your product will provide to your customer.

Let's take an example from a customer of mine that sells air purifiers. As you can see below, I used two value props in the headline- "Get a Better Night's Sleep" and "Don't Sneez Daily Anymore". Both clearly explain the benefit that the customer receives, with the former addressing what they'll have and the latter how their average day will change with the product.



The second element included in all great ad copy is the Reason to Believe (RTB). Your RTB tells your customers why they should believe the statements your ads are making. It's a way of showing credibility and proving that you're trustworthy. According to Forbes, the average person sees up to 10,000 ads a day online, many of them boasting similar products and all of them claiming that theirs is the best. This means that your customers are most likely quite skeptical when they're exposed to your ads; they've seen it all before. The aim of the RTB is to allay these fears, to show them why they should choose you and not your competitors.

You've definitely seen RTBs before. They use phrases like: "As seen on <insert major publication>", "Trusted by top brands" and "I loved using <insert product name>", but your RTB can be basically anything that builds trust. If you have studies that support your claim, you can say that you're "backed by science". If you've been around for a while, try writing "20 years of excellence". Got lots of 5-star reviews? Count them and post them on your ads! And if you've won any awards, prizes or certifications, this is the time to boast about them.

Take a look at these excellent examples of leveraging social proof from that same customer of mine. The first is a great example of how to use a real customer testimonial as while the second does an excellent job highlighting coverage from Tier-1 publications.

 **Aura air**
Sponsored · 🌐

Do you want to sleep better, wake up with no congestion and not sneeze all day?

 **BREATHE SMARTER**



I can see exactly the quality of my air

AURAAIR.IO
Breathe Easy with Aura Air

[SHOP NOW](#)

 **Aura air**
Sponsored · 🌐

Meet Aura Air an all-in-one indoor air purification and quality intelligence system.



PC
FORME.COM

"AN AIR PURIFIER LIKE THE AURA AIR WILL HAVE YOU BREATHING EASIER"

FORM ON FACEBOOK
Sign Up To Get 10% Off Coupon Code

[SIGN UP](#)

Last but not least is the Call to Action (CTA). This key element of the ad copy is basically a button with text on it that shows the customer what they should do next. They act as a signpost, spurring the desired action among your customers with crystal clear copy. Your CTA's performance usually depends on the offer it displays. I suggest you play around with different offers until you find the one that resonates most with your audience. Some examples include "Sign up to our newsletter", "Get 15% off" or "Book a call with an expert".

The wording matters less than the results. However, some best practices include using action verbs, creating a sense of urgency and aligning the text with the destination you're taking the customer.



MIXING AND MATCHING YOUR WAY TO MESSAGING PERFECTION

It's essential that you create multiple variations of all 3 of these elements. I like using a spreadsheet that includes all of the different messaging texts I've crafted for each. Initially I'll try out a few combinations but if the ad copy doesn't work I can quickly try out different combinations of value props, RTBs and CTAs until I find the killer combo.

Another important tip is to try your killer combo out on all of the different ad formats available on both of our preferred platforms so that you can cover all your bases. Some of your potential customers may react better to video ads, while carousels might make others go click-crazy. Leveraging all of the different formats available is a great way to generate access to a wider audience.

CONCLUSION

There's no way you can scale effectively if you don't invest significant effort into developing a killer messaging strategy. And you can't do that without knowing who your customers are and what makes them buy your products. Finding real customer quotes and testimonials can help you create a Customer Avatar that helps you do just that. Your Customer Avatar is the source of your knowledge of your customers. Use it to craft the value props, RTBs and CTAs that are the backbone of your ad copies.

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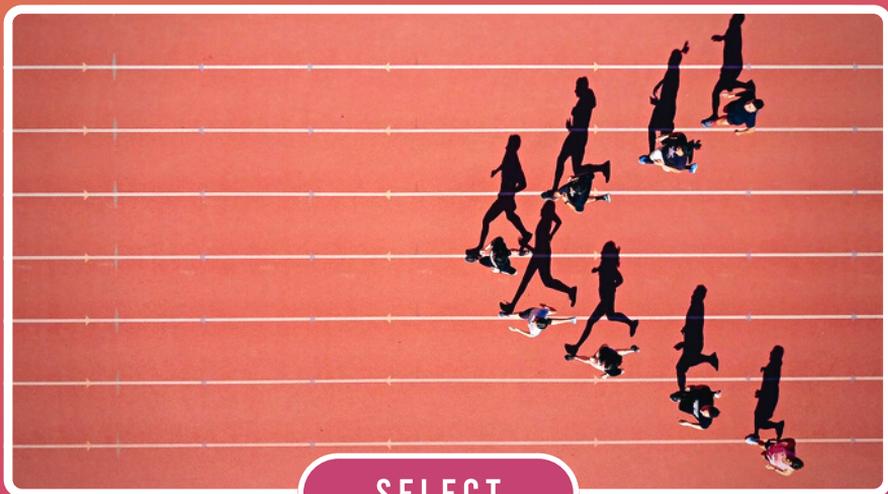
Grouping your potential customers – and the campaigns that target them – according to their interaction history with your brand is a proven strategy for effective audience building.

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SEGMENTING AUDIENCES
FOR YOUR SCALE-UP
MACHINE



SELECT

CHAPTER 3

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By learning and using these audience building and targeting tactics you can quickly create a set of highly diversified, focused campaigns that can be customized according to the audience type.

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There's something magical about how a well-crafted PPC ad makes people take actions that they weren't planning on taking before they saw it. One minute you're catching up on Facebook, and the next you're buying those new designer sneakers you'd been obsessively reading about online.

Well, as you already know by now, there's no arcane spells at play here, just a lot of technology with some good old ad strategy sprinkled on top. Whether it's because of your interests, the pages you like, your online searches or the people you resemble there's a logical reason that can explain why you're seeing the ads that you see. And one of them is the audience type that some random campaign manager, or random algorithm, has decided you belong to.

In my two previous articles, we talked about the steps you need to take to set up a scale-up strategy and write compelling ad copy that promotes your eCommerce wares. But, not every potential customer you target should be handled the same way.



While some have never heard of your brand, others have already visited your website, while still others are (hopefully) already satisfied customers that may (hopefully) buy more of your products. Each individual within these audience types can potentially click your ads and generate more revenue for you. However, each type also needs to be approached with a different campaign: different messages, different ad formats and different targeting strategies.

In this article we'll discuss audience types, and the best way to create and target them using some of the tools available on Facebook's advanced ad platform.

A TEMPERATURE-DRIVEN APPROACH TO AUDIENCE TYPES

Grouping your potential customers—and the campaigns that target them—according to their interaction history with your brand is a proven strategy for effective audience building. In fact, Facebook basically developed their entire ad platform around that concept. So how does it work? It basically divides your potential customers into three types that denote whether they know your brand, have interacted with your brand or have visited your website.



Cold Audiences

This group is by far the biggest one of the three. It contains anyone and everyone who has never heard or interacted with your brand, or at least not in a way that's digitally trackable.

Warm Audiences

Warm audiences are those individuals that have already interacted with your brand on Facebook. There are many different ways to interact with your brand that include everything from liking, commenting or sharing a post, to visiting your page and filling out a lead form, all the way to watching at least three seconds of one of your videos. Whatever interaction it is, any one of them can bring someone out of the cold and turn them into the warm audience type.

Hot Audiences

This audience is filled up with potential customers who have shown real intent by visiting your website. Hot audiences can be further segmented based on the specific actions they take on your website. You can create a segment for audiences who visit a specific product page, for those that add products to the cart and for those who have completed a purchase. These audiences can later be targeted with different campaigns that are customized to reflect the action they took on the website. For example, you can create an ad promoting a 15% discount that targets audiences who added to their cart but didn't complete the purchase. There's a good chance that the extra discount will tip the balance in your favor and get them to finalize their purchase.



Campaign Name	Amount Spent	Results	Website Purchase ROAS (Return...)
ww_conversions_remarketing_atc	\$699.65	19 ⁽²⁾ Website Purchases	4.89 ⁽²⁾
ww_conversions_remarketing_visitors	\$1,613.82	33 ⁽²⁾ Website Purchases	3.89 ⁽²⁾
ww_conversions_engaged	\$1,635.09	28 ⁽²⁾ Website Purchases	2.72 ⁽²⁾
ww_conversions_prospecting	\$2,545.93	31 ⁽²⁾ Website Purchases	2.02 ⁽²⁾

This way of grouping your audiences takes a sales funnel-like approach to audience types that frequently translates directly into ROAS; the further down the funnel they are i.e., the more they've interacted with your brand's Facebook page and website, the more likely they are to convert from your ads.

TARGETING YOUR CAMPAIGNS BASED ON AUDIENCE TYPES

Facebook's targeting capabilities are second to none in the online advertising space, hands down. In essence, it gives you a set of different targeting tools that help you create campaigns that align perfectly with the audience types we just outlined above.



BASIC TARGETING CAPABILITIES.

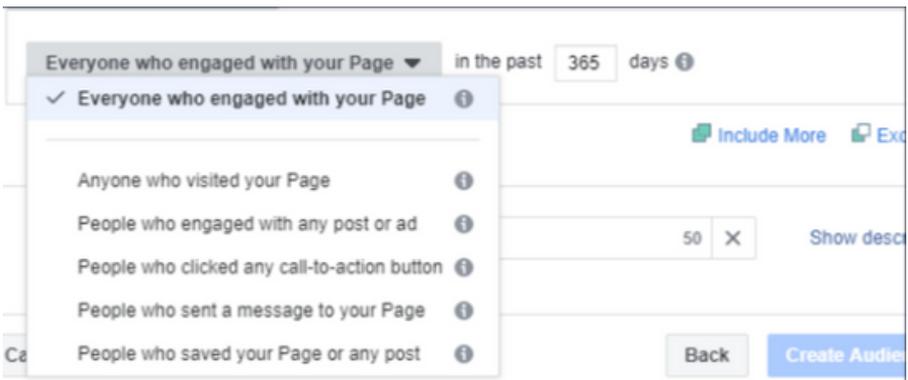
Facebook's targeting capabilities are second to none in the online advertising space, hands down. In essence, it gives you a set of different targeting tools that help you create campaigns that align perfectly with the audience types we just outlined above.

The image shows a screenshot of the Facebook targeting interface. At the top, there is a dropdown menu for "Locations" with the text "People living in or recently in this location". Below this, a search bar contains "United States" with a green location pin icon. Underneath the search bar, there is a section for "United States" with a green location pin icon and the text "United States". To the right of this section are the words "Include", a search icon, "Search Locations", and "Browse". Below this is a map of the world with a blue location pin icon over the United States. To the right of the map is a "Drop Pin" button. Below the map, there is a section for "Age" with the text "18 - 65+". Below this is a section for "Gender" with three radio buttons: "All", "Men", and "Women", with "Women" selected. Below this is a section for "Detailed Targeting" with the text "Include people who match". Below this is a search bar with the text "Interests > Additional Interests" and "Air purifier".



ENGAGEMENT-BASED TARGETING CAPABILITIES.

This type of targeting focuses on the different ways that your potential customers have interacted with your brand on Facebook, making it perfect for your warm audiences. Interactions include video views, lead forms completions, brand page and event interactions. Using these targeting capabilities you can create a specific campaign that targets potential customers who have already seen one of your brand's videos. This campaign will be super relevant as you can assume that whoever sees it already knows your brand. This is your chance to push them closer to a purchase with a discount or ad that leverages Fear Of Missing Out (FOMO).





CUSTOM TARGETING CAPABILITIES.

The Holy Grail of Facebook's ad platform, these more advanced targeting capabilities enable you to specifically target audiences that are more likely to convert than anyone else.

Custom Audiences are created from hot audiences, those that have already visited your website, or by using the data in your customer database. Facebook Pixel updates Facebook with the data on the customers that have visited your website, while your customer database is filled up by outbound marketing campaigns, leads from offline events or purchased lists.

There are two different ways to create and target Custom Audiences. The first is through campaigns that target them directly. For example, you create a Custom Audience based on customers who've purchased from your website and then target them with a retention campaign that gets them to purchase additional products.

The second way is to use Custom Audiences to create Lookalike Audiences.

These audiences are based on individuals that have characteristics that are similar to those in your Custom Audience. Although by definition, they're part of the cold audience type, Lookalike Audiences are more likely to convert than other cold audiences.

For example, a Lookalike Audience based on a Custom Audience that has already completed a purchase will deliver more purchases than a Cold Audience based on your Avatar.

CONCLUSION

Creating campaigns based on the different ways your audiences interact with your brand on Facebook is a super effective way to build your ad strategy. Cold audience campaigns AKA prospecting campaigns target audiences that have never interacted with your brand using demographic and behavioral or parameters, or lookalike audiences. Warm audience campaigns target audiences based on their previous interactions with your brand. Finally, hot audience campaigns use the Facebook Pixel to find audiences that have already visited your website.

By learning and using these audience building and targeting tactics you can quickly create a set of highly diversified, focused campaigns that can be customized according to the audience type.

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Maintaining profitability at scale demands that you constantly devise new approaches for your campaigns. There is no auto-pilot when it comes to optimizing large scale campaigns.

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OPTIMIZING YOUR WAY TO
PROFITABLE SCALE



SELECT

CHAPTER 4

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Effective campaign optimization requires constant, ongoing effort to ensure that you're delivering the optimal creative and messaging for each audience, on each channel that you're targeting.

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So you've managed to launch an effective UA campaign that generates an impressive ROAS on your \$20K budget. You may even be generating \$40-60K from that modest ad budget. That's the way it goes when you plan your strategy, refine your messaging and segment your audiences. Good on you!

The only problem is that everytime you try to scale your budget, your ROAS shrinks and your profitability goes down. It seems that your well-crafted campaigns only perform well on small budgets. Don't fret, you're not alone. Most eCommerce brand owners that I work with complain about the exact same problem. And it's not your fault, your campaigns are great.

The issue is that the same creatives and offers that work on small scale audiences won't necessarily work as well when you try to expand your reach. You're suddenly exposing your creatives to entirely new audiences with different needs, pains and motivations. Bottom line is that they engage with your campaigns less frequently than your original audience, which drives up their CPCs. They may be less relevant or spend less time on Facebook, but no matter the reason for their higher CPCs, you should always consider large-scale audiences an entirely different beast.

In my last three articles we covered everything you need to do to launch your scale up campaigns, from setting up a scale up strategy, to crafting tight ad copy and all the way to segmenting your audiences. But, now that your campaigns are running it's time to discuss what is perhaps the most critical aspect of running high performance user acquisition campaigns- campaign optimization.



CONTINUOUS CAMPAIGN OPTIMIZATION INCREASES CTRS

Even the best laid UA plans require constant refinement; perhaps optimization would be even a better way to put it. Maintaining profitability at scale demands that you constantly devise new approaches for your campaigns. There is no auto-pilot when it comes to optimizing large scale campaigns.

Effective campaign optimization requires constant, ongoing effort to ensure that you're delivering the optimal creative and messaging for each audience, on each channel that you're targeting. Qualitative and quantitative data needs to be scoured for the insights that will drive your optimization decisions. Close attention needs to be paid to every metric of your campaign, as you'll never know which insights will drive your next optimization decision.

Neverending experimentation is essential. If you see that campaigns are under-delivering, try out new channels like TikTok that offer lower CPMs. Dedicate a small part of your budget to experimentation. See how different audiences react to different messages and creatives on small budget campaigns to find the perfect mix before you scale up your spend.



CONTINUOUS CAMPAIGN OPTIMIZATION INCREASES CTRS

But before I get into exactly how you do this, it's important that you understand that effective optimization requires dedicated effort. If you think you can handle large-scale optimization as an afterthought then please think again. You'll need a dedicated professional to handle this on an ongoing basis. This professional will need to know the ins and outs of each one of your campaigns while taking your overall strategy into account.

They can either be someone from your inhouse team or an outsourced freelancer or agency. The only thing that matters is that you've got someone constantly monitoring your campaign metrics to ensure that you're boosting and refining only those campaigns that are delivering the best results.

In my work, optimization is an ongoing effort that is done in full cooperation with my clients. After we've set up our initial strategy (KPIs, Avatars, Channel allocation) for our campaigns we hold weekly strategy optimization meetings where we pour over the data. We look at how much is going out and how much is going in, while constantly thinking up new ways to replicate and leverage the success of our more profitable campaigns.

THE 3 LEVELS OF OPTIMIZATION

Optimization isn't as complicated as you may think. It boils down to 3 pretty basic possibilities; you can optimize your: audience, creatives and channels, that's it. They're all pretty much intertwined, but I suggest you start optimizing your audience targeting. Once you've refined your targeting to smaller, more relevant audiences, start optimizing ad copy and thinking about which channels are best suited to that specific demographic.

You also really only have one tool for optimization, your budget allocation decisions. By moving the budget from one campaign to another you're optimizing that one campaign while deprioritizing, or entirely killing, another.



- **Audience Optimization.**

Believe it or not, there are endless levels of granularity within an audience. Looking at your campaign results will reveal a wealth of actionable insights. You may see that women aged 35-45 convert better than 18-25, meaning that budget should be allocated away from the younger demographic towards the older one. See if you can find seasonal or calendar-driven patterns in your data that help you understand why a particular audience converts better than others. For example, you may see that towards the holidays, or the summer nuptial season, men aged 30-50 purchase more of your jewelry products. There's a good chance that this is because they're purchasing holiday or anniversary gifts for their better halves.

- **Ad Copy Optimization.**

The more personalized your copy is, the better the chance that it will convert. Speak directly to your customers about their pains, and motivations—now that you've narrowed down your audiences, it'll be easier to get rid of generic, product value-driven messages and focus more on highly relevant ad copy that highlights your product's value for that specific audience. Here again your Customer Avatar should serve as your inspiration, but you've got to make sure that your Avatar represents your newly optimized audiences. If it doesn't, go back to the drawing board and create a new one that does. You can also lean on insightful qualitative data for your messaging by looking at customer reviews and customer service tickets.

- **Channel Optimization.**

Some channels convert better with certain audiences than others, that's the way the online ad world works. Here again you've got to rely on your campaign results to guide your optimization decisions. You may see that your optimized audience converts better from Facebook Ads than Google Shopping Ads. Guess what? You've got to move the budget away from Google and funnel it into Facebook. You may see that of your 5 Facebook campaigns, only one is delivering your benchmark 300% ROAS. That's where you've got to put your budget, focus on it.

Try out different formats within a given channel to see which works best. If video works, double down on that format. If Carousel ads aren't performing, shift that budget away from Carousels and make 5 different videos for your campaigns.

CONCLUSION

Online advertising is a never ending game of trial and error. To succeed at scale requires constant monitoring and optimization to find the perfect mix of audience, channel, creative and even ad format. There's no resting on your laurels when it comes to optimization. You've got to devote constant attention to campaign results so that you can quickly replicate your successes for high performing campaigns and minimize your losses on those that don't perform well.



THERE'S NEVER BEEN A BETTER TIME TO SCALE UP IN THE ECOMMERCE INDUSTRY, BUT IT CAN TAKE A LOT OF TRIAL AND ERROR TO FINALLY STRIKE GOLD AND FIND SUCCESS.

SCALING SUCCESSFULLY WILL TAKE CONSTANT EXPERIMENTATION, CONTINUOUS CAMPAIGN OPTIMIZATION, A DEEP UNDERSTANDING OF YOUR AUDIENCE, AND, OF COURSE, SOME KILLER AD COPY! IT TAKES CONSTANT ATTENTION TO CAMPAIGN RESULTS IN ORDER TO QUICKLY REPLICATE YOUR SUCCESSES AND MINIMIZE YOUR LOSSES.

THIS CAN ALL BE OVERWHELMING TO HANDLE ON YOUR OWN, ESPECIALLY IF YOU'RE A SMALL BUSINESS OWNER WHO'S JUST GETTING STARTED. THAT'S WHERE MEDIAFLOWZZ CAN HELP.



SUMMARY



mediaflowzz

HOW WE CAN HELP



We audit your PPC campaigns and create a media plan with a clear budget and monthly revenue goals.



We build new campaigns and set up automated reports to track KPIs.



We analyze the data constantly and take action to improve results.

Learn more:

<https://www.mediaflowzz.com/>



With our help, you'll be scaling successfully like you've always wanted in no time. Sound like something you want to give a try?

Reach out to us at
<https://www.mediaflowzz.com/#contactus>
and get started on your journey!



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