



**NOW OPEN**  
How To Get The Word Out When  
You're Back In Business

Featuring: Melanie Moscicki  
SocialManna.com



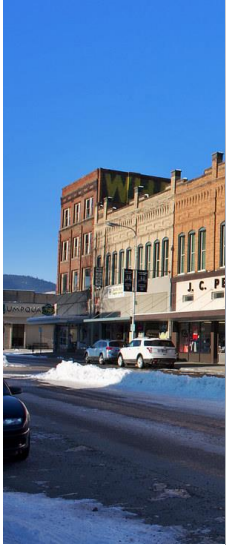
**SOCIAL**  
M A N N A

# What We'll Cover

- How to absolutely dominate your local market *when you're ready to reopen.*
- How to turn 1 touch marketing into 20-50 touches
- How to maximize your marketing budget no matter the size

# WHY Small Business Matters To Me...





# SOCIAL

- We've increased client's revenue by as much as 106%
- We've achieved Monthly ROAS for our clients as high as 17.98
- We work with a mix of local brick & mortars as well as 6 & 7 figure e-commerce brands.

**Superstition Hobbies "The R/C Warehouse"** Sponsored · **The Spa Dr.** Sponsored ·

Not too bad for an airplane #rcairplane

Are you using the right skin care for your skin type? Find out in less than 3 minutes and get personalized skin care tips for your type!

**Which Skin Type?**

THE SKIN QUIZ.COM  
QUIZ - Which Skin Type Are You? Get Personalized Tips For Your Type! [Learn More](#)

1.5K · 177 Comments · 327 Shares

Like · Comment · Share

**Karina Moreno** Sponsored ·

Download on Spotify at: <http://bit.ly/aMothersHero> ...See More

**EVERY PARENT OF A SOLDIER**

**CAN RELATE TO THIS SONG**

4K · 534 Comments · 3.6K Shares

Like · Comment · Share

**Rockwoodprep** Sponsored ·

Registration for Camp Rockwood 2020 is NOW OPEN to help learners ages 7-16 with autism grow ...See More

**REGISTER NOW** [SEND MESSAGE](#)

16 · 12 Comments · 3 Shares

Like · Comment · Share

**The Spa Dr.** Sponsored ·

**5 Best Foods For Skin!** Which foods are the best? ...See More

**The BEST (& Worst) Foods For Naturally Glowing Skin** [LEARN MORE](#)

2.3K · 286 Comments · 911 Shares

Like · Comment · Share

# Problems Many Businesses Are Facing Right now...

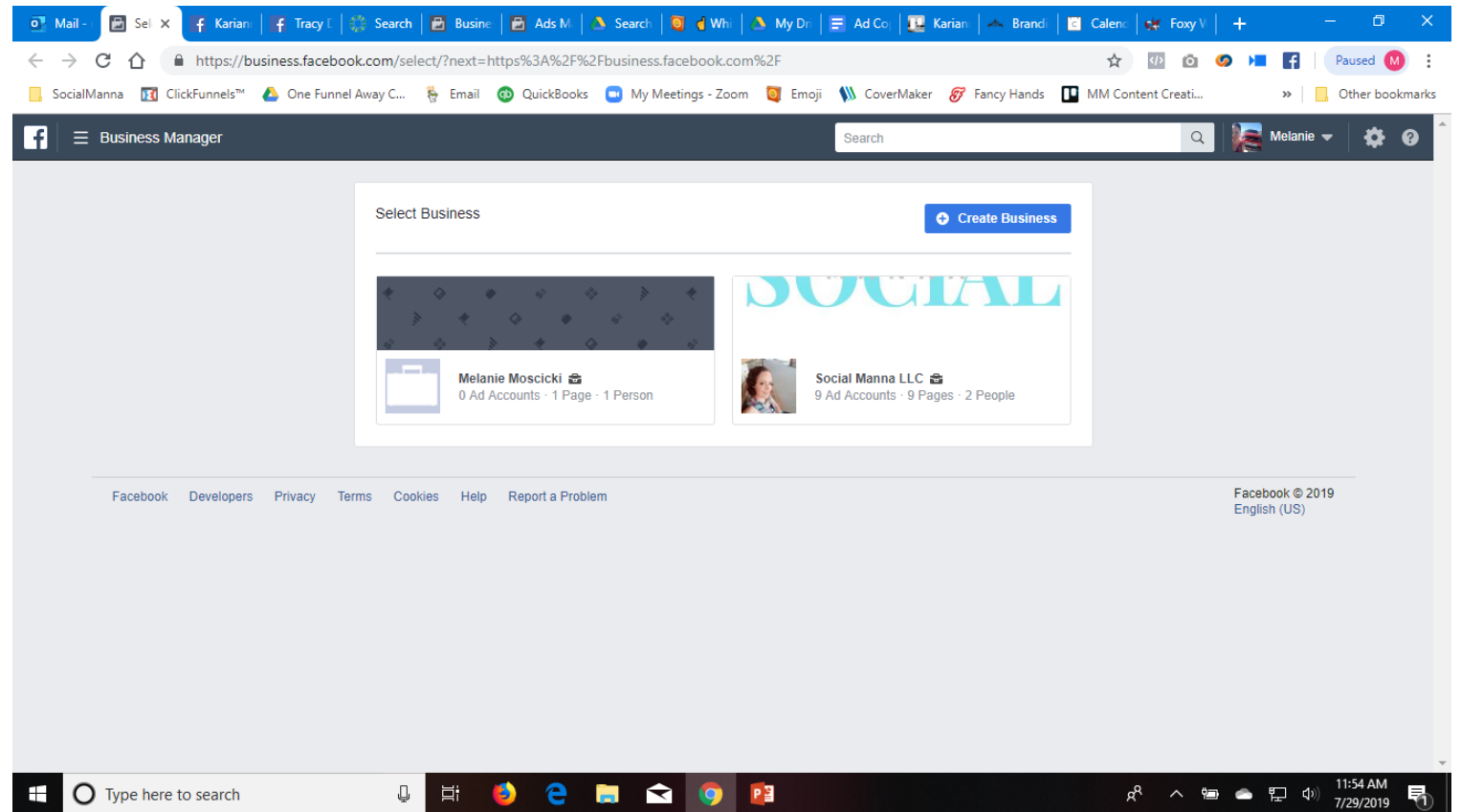
- Struggling to keep the local community updated on operational changes (hours/safety guidelines/etc.)
- Unwillingness to spend money on marketing efforts where they can't track a return...
- Unsure of where to focus marketing budget when funds are tight...
- Multiple responsibilities, not a lot of time, need a simple system

# Solution? Digital Drip & Cross Channel Marketing

- Small Budget Digital Drip Strategy: Utilizing Facebook/Instagram to market to your local community (\$1-5/day)
- Bigger Budget Cross Channel Marketing Strategy: Utilizing Facebook/Instagram with Direct Mail campaign (\$1000/month+)

# The 1<sup>st</sup> Thing You Need In Place:

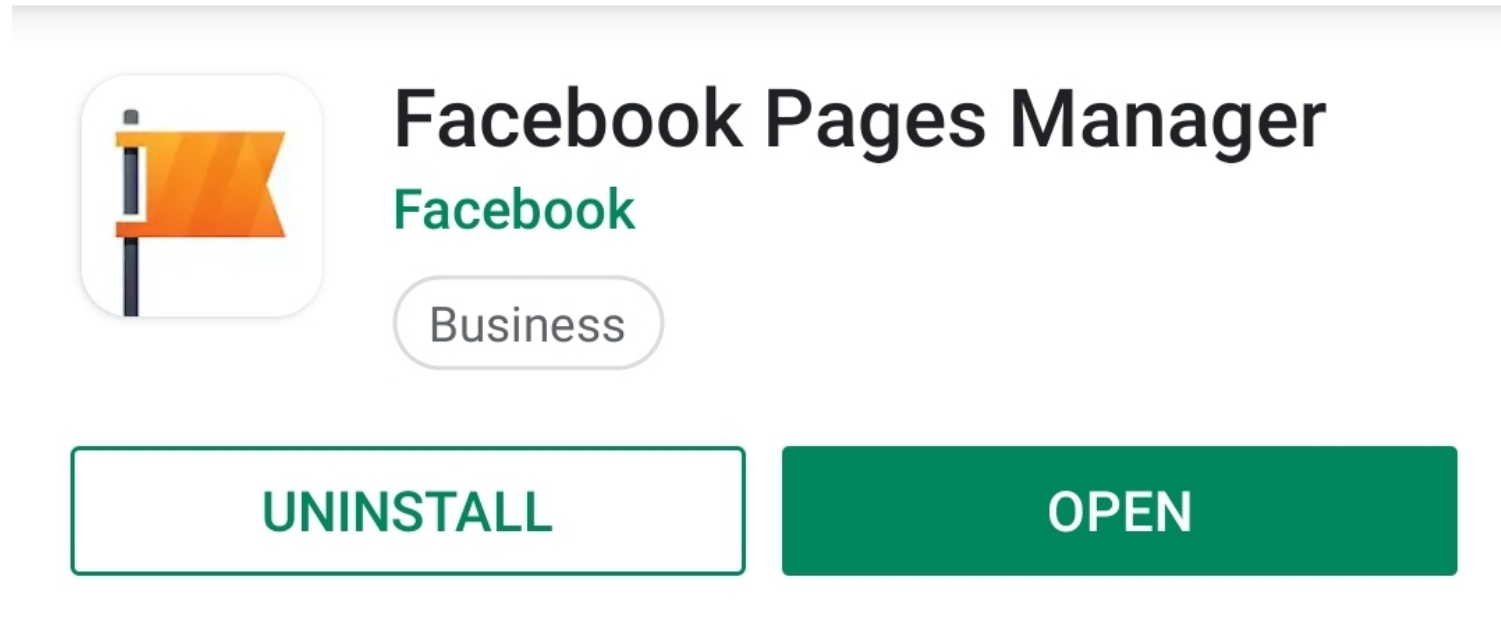
1. Facebook Business Manager Account:  
[www.facebook.com/business](https://www.facebook.com/business)





# The 2<sup>nd</sup> Thing You Need In Place:

## 2. Facebook Pages Manager Mobile App



# THE SMALL BUDGET STRATEGY....

- PHASE 1- Create a local audience in FB ad manager to drip market your ads to
- PHASE 2- Document Your Opening Through Content
- PHASE 3- Use The Best Performing Posts As Ads (Using the "Boost" Option) at \$1/day
- PHASE 4- Rinse and Repeat

# CASE STUDY: Holistic Nutritionist

- Business was less than a year old, social content wasn't consistent, was looking to gain awareness in her local area
- Had a very small budget to spend on marketing but needed to reach the local community
- Using this same strategy allowed them to consistently reach 4,200 potential clients EACH WEEK!



# 4 Month Organic Reach Results:

Search business

Events Notifications **4** Insights More ▾

Date	Post	Reach	Engagement
01/26/2019 9:57 AM	Forget bears, beets, Battlestar Galactica, today	42	1 0
01/20/2019 9:40 AM	Hey folks! We're hanging out at The OdySea	283	54 66
01/18/2019 5:17 PM	On a day when the creeping crud has crept up on me,	42	4 2
01/17/2019 12:34 PM	Studies have shown that eating blueberries and	42	3 5
01/13/2019 10:05 AM	My hubby just took grocery shopping to a whole new	40	2 1
12/19/2018 3:41 PM	Hi all! I'll be at the Power Arizona event on Sunday	24	1 0
12/13/2018 10:33 AM	We live in a world that pursues perfection, keeping	157	6 11
12/13/2018 10:31 AM	We live in a world that pursues perfection, keeping	29	2 2

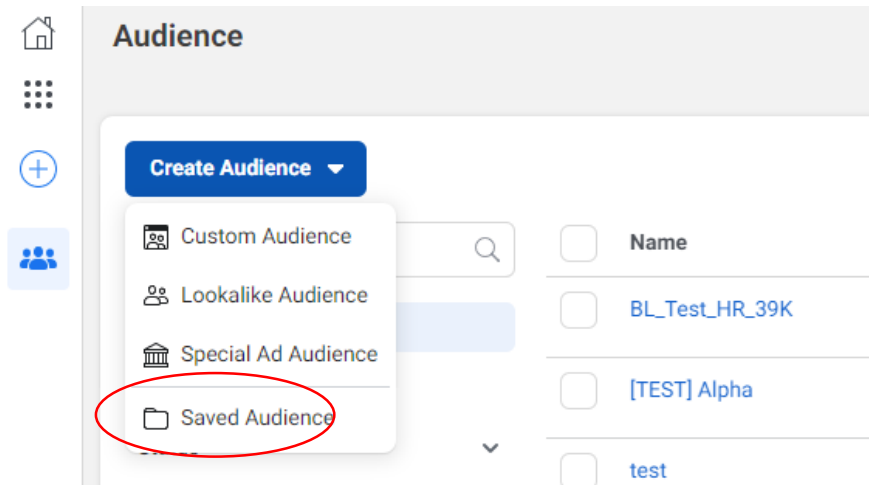
Search business

Events Notifications **4** Insights More ▾

Published	Post	Type	Targeting	Reach	Engagement
07/19/2019 10:37 AM	Look who decided to join me 🐾 this morning 🐾 for	Image	Global	38	0 2
07/18/2019 12:21 PM	Did you know that farm-raised salmon is subjected	Image	Global	185	36 9
07/17/2019 3:19 PM	Client: What did they do to those carrots? How did they	Image	Global	169	17 5
07/16/2019 4:39 PM	What's your favorite alternative milk? So many of	Video	Global	98	5 3
07/15/2019 7:39 AM	Eat something green every day! We love our leafy	Image	Global	160	11 11
07/12/2019 7:20 PM	Craving something sweet? Reach for a cup of mint tea.	Image	Global	169	21 10
07/10/2019 10:35 AM	This was our message this morning from the IMMH	Text	Global	39	0 0
07/10/2019 10:17 AM	Nutrition doesn't need to be overwhelming. Let me help	Image	Global	359	5 7

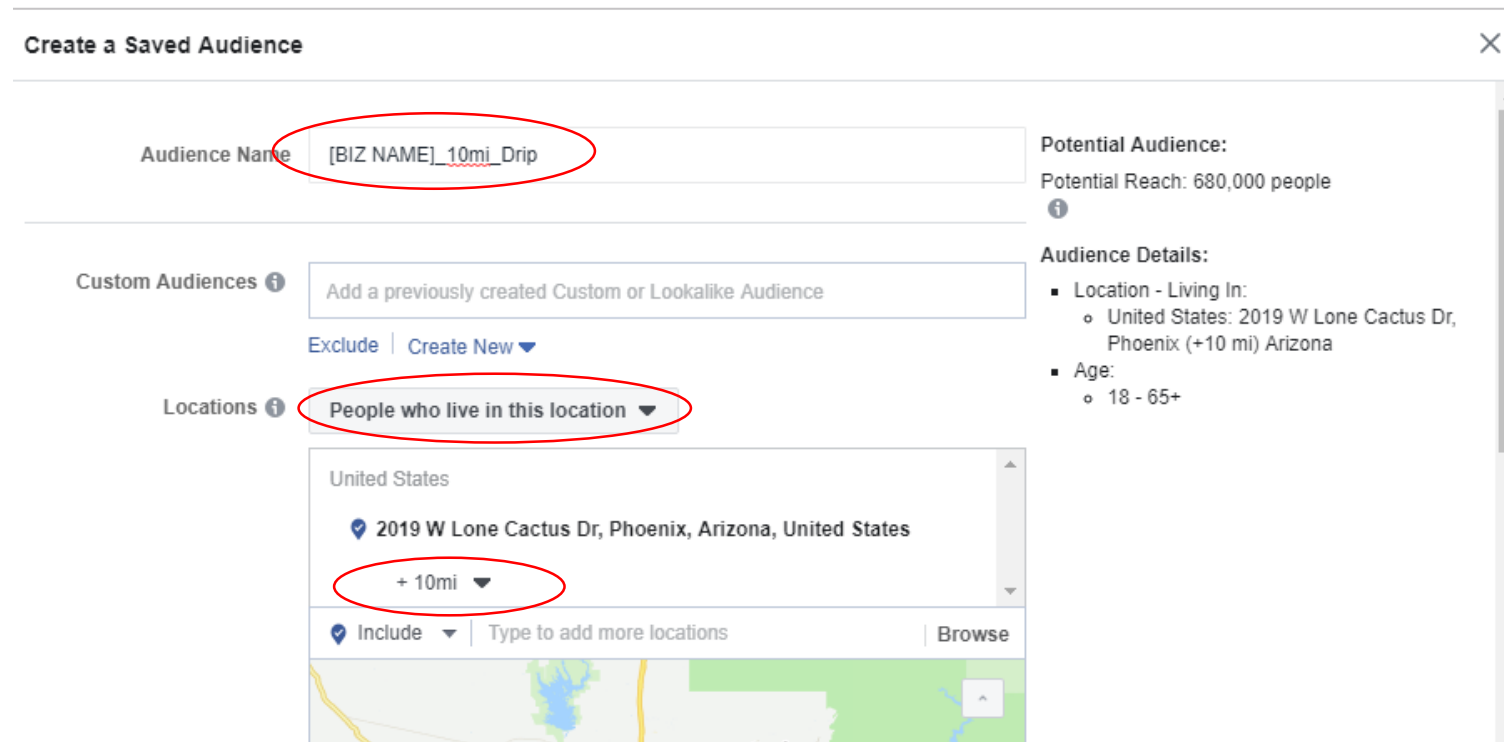
# PHASE 1: Create Your Local Targeted Audience In Facebook Audience Manager

## STEP 1:



The screenshot shows the Facebook Audience Manager interface. On the left, there is a navigation menu with icons for home, grid, add, and audience. The main area is titled 'Audience' and features a blue 'Create Audience' button with a dropdown arrow. The dropdown menu is open, showing four options: 'Custom Audience', 'Lookalike Audience', 'Special Ad Audience', and 'Saved Audience'. The 'Saved Audience' option is circled in red. To the right of the dropdown, there is a search bar and a list of existing audiences with checkboxes: 'Name', 'BL\_Test\_HR\_39K', '[TEST] Alpha', and 'test'.

## STEP 2:



The screenshot shows the 'Create a Saved Audience' dialog box. The 'Audience Name' field contains '[BIZ NAME]\_10mi\_Drip' and is circled in red. Below it, the 'Custom Audiences' section has a text input field with the placeholder 'Add a previously created Custom or Lookalike Audience' and buttons for 'Exclude' and 'Create New'. The 'Locations' section is set to 'People who live in this location' and is also circled in red. Below this, a location selection box shows 'United States' and a specific address: '2019 W Lone Cactus Dr, Phoenix, Arizona, United States'. The radius is set to '+ 10mi' and is circled in red. At the bottom, there is a map view and a 'Browse' button. On the right side of the dialog, the 'Potential Audience' is listed as 680,000 people. The 'Audience Details' section shows: 'Location - Living In: United States: 2019 W Lone Cactus Dr, Phoenix (+10 mi) Arizona' and 'Age: 18 - 65+'.

# PHASE 1: (Continued)

## STEP 3:

### Create a Saved Audience

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Infusionsoft

Add demographics, interests or behaviors

Suggestions Browse

Exclude People or Narrow Audience

## STEP 4:

### Create a Saved Audience

Audience Name [BIZ NAME]\_10mi\_Drip

Potential Audience:

Potential Reach: 11,000 people

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude Create New ▼

Locations ⓘ People who live in this location ▼

United States

2019 W Lone Cactus Dr, Phoenix, Arizona, United States

+ 10mi ▼

Audience Details:

- Location - Living In:
  - United States: 2019 W Lone Cactus Dr, Phoenix (+10 mi) Arizona
- Age:
  - 18 - 65+
- Gender:
  - Female
- People Who Match:
  - Interests: Infusionsoft

# Why Does "Open" Targeting Work?

- The algorithm does the heavy lifting

## THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

### DEMOGRAPHICS

#### LOCATION

- Physical Location
  - Region
  - Country
  - City
  - Zip/Postal Code
  - Address
  - Market Area
  - Dropped Pin
  - Airport
- Relation to Location
  - Everyone in this location
  - People who live in this location
  - People recently in this location
  - People traveling in this location

#### LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Polish
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

#### EDUCATION

- Education level
  - In High School
  - Some High School
  - High School Grad
  - Professional Degree
  - In College
  - Associate's Degree
  - College Grad
  - In Grad School
  - Master's Degree
  - Doctorate Degree

#### PARENTS

- Expectant Parents
- New Parents
- Parents with Preschoolers
- Parents with Preschool Kids
- Parents with Early School Kids
- Parents with Teenagers
- Parents with Preteens
- Parents with Adult Children
- Parents (All)

#### POLITICS [U.S.]

- US Politics (Very Conservative)
- US Politics (Conservative)
- US Politics (Moderate)
- Likely to engage in politics (Conservative)
- Likely to engage in politics (Liberal)

#### WORK

- Office Type
  - Home Office
  - Small Business
  - Small Office
- Industries
  - Administrative
  - Architecture & Engineering
  - Arts, Entertainment, Sports & Media
  - Business & Financial Operations
  - Cleaning & Maintenance
  - Community & Social Services
  - Computer & Mathematics
  - Construction & Extraction
  - Education & Library
  - Farming, Fishing & Forestry
  - Food Preparation & Services
  - Government Employees
  - Healthcare & Medical
  - IT
  - Information
  - Life Sciences
  - Manufacturing
  - Marketing
  - Non-Profit
  - Professional Services
  - Retail
  - Sales
  - Temporary & Seasonal
  - Transportation & Moving
  - Veterans

#### RELATIONSHIP

- Interested in
  - Men
  - Women
- Relationship Status
  - Single
  - In a Relationship
  - Married
  - Engaged
  - Civil Union
  - Complicated
  - Men & Women
  - Unspecified
  - Open Relationship
  - Domestic Partnership
  - Separated
  - Divorced
  - Widowed
  - Unspecified

#### CREATE AUDIENCE

Location: UNITED STATES (All United States)

Age and Gender: Age 18+, Gender All

Interests: + Interest

Connections: + Interest

Pages: + Interest

People Connected to: + Your Page

#### (New Audience)

200M - 250M monthly active people

Country: United States of America

#### Demographics

54% Women (54% All Facebook)

46% Men (46% All Facebook)

Age Group	Women (%)	Men (%)
18 - 24	15%	17%
25 - 34	24%	28%
35 - 44	19%	20%
45 - 54	16%	16%
55 - 64	14%	11%
65 +	12%	9%

#### Relationship Status

Self-reported data from people who list a relationship status on Facebook

#### Education Level

The highest level of education reached based on self-reported data

# PHASE 2: "Document" Your Opening Through Content (NO CTA)

Post daily what is happening, specials, behind the scenes (video ideally)

**Schmear**  
Jun 4 at 8:32 AM

Jalapeño Cheddar bagels fresh from the oven 🍞  
#schmear #bestbagels #arizona #queencreek #supportlocal



Dana Whitbeck and 61 others · 3 Comments · 1 Share

Like Comment Share

**grovecoffeeaz**  
Grove Coffee



44 likes

grovecoffeeaz Happy Monday. Start your week off on the right foot with a delicious cup of coffee: we're here 7am-2pm -

#coffee #coffeforgood #specialtycoffee #coffeehouse #community #fresh #localbusiness #chandleraz #gilbertaz #meetmeatthegrove

4 days ago

**The Grand LV**  
Jun 8 at 9:50 AM

Meet the Grand LV staff; our business is the definition of a "mom and pop" shop. We started it in 2017 with MAJOR renovations of this property, that w... See More



198 · 17 Comments · 53 Shares

Like Comment Share

**wildpoppysoapco** · Follow



462 likes

wildpoppysoapco Custom order for a wedding. Scented in Pink Berry Mimosa. I can't wait to see the cut on this.  
#wildpoppysoapco #pinkberrymimosa #glitternymph #madeinnh#etsysellersofinstagram



# PHASE 3: Boost Your Best Organically Performing Content for \$1-5/day to Your Local Audience

STEP 1:

The screenshot displays the Facebook Business Insights interface for 'Social Manna LLC'. The 'Insights' tab is active, showing a table of published posts. The table columns include Published, Post, Type, Targeting, Reach, Engagement, and Promote. A red arrow points to the 'Engagement' column, and a green arrow points to the 'Boost Post' button for the 'Page Previews' post. A red oval highlights the 'Page Previews' row.

	Published	Post	Type	Targeting	Reach	Engagement	Promote
Overview	07/29/2019 4:00 PM	Live it up during sun-kissed days and warm summer nights, and don't	Image	Global	44	0 0	Boost Post
Ads							
Followers	07/29/2019 6:00 AM	Some people dread Mondays but you ALWAYS have a choice	Image	Global	327	3 2	Boost Post
Likes							
Reach	07/28/2019 6:28 PM	It's the daily choices that make the biggest impact on our health and	Image	Global	513	6 3	Boost Post
Page Views							
Page Previews	07/28/2019 12:44 PM	Sundays are the perfect day for gratitude. 🌻 Cassidy was sick with	Video	Global	336	11 7	Boost Post
Actions on Page							
Posts	07/27/2019 7:02 PM	A few of my favorite things for a Saturday 🐶... sweet puppy, surf	Image	Global	1K	54 40	Boost Post
Branded Content	07/26/2019 6:00 PM	I'm excited to be a part of the Vibrant Health Formula free online class.	Image	Global	372	5 2	Boost Post
Events							
Videos	07/26/2019 9:30 AM	Today is the last day you will receive a FREE GIFT with any purchase of	Image	Global	375	3 0	Boost Post
Stories							
People	07/25/2019 7:53 PM	My daughter @thaliasweets did it again... delicious yummy treat. This	Image	Global	1K	50 30	Boost Post
Shop							
Messagenes	07/25/2019 4:00 PM	INTRODUCING: The Spa Dr. Refer-A-Friend program. Do you love The	Image	Global	229	4 1	Boost Post

# PHASE 3: (Continued)

## STEP 2:

**Boost Post**

OBJECTIVE

What results would you like from this post?

- Get more people to react, comment and share**  
Post engagements · From \$1 a day
- Connect and chat with potential customers  
Messages · From \$1 a day

POST BUTTON (Optional)

Add a button to your post ⓘ

- No Button**
- Get Messages in WhatsApp  
Just add a button to your post.

AUDIENCE


By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

Preview: Desktop News Feed

**The Spa Dr.**  
Sponsored · ⓘ

A few of my favorite things for a Saturday 🐶... sweet puppy, surf board, boat, water and sun (with shade) 🌊🐾 How are you spending your weekend?? Are you getting outdoors while staying cool and protected?? 🤙  
What is your happy place? 😊 #happyplace #saturdays #wakesurfing #funinthesun #summerfun #smilesarebeautiful #sunprotection



## STEP 3:

**Boost Post**

AUDIENCE


- Crossroads\_10mi\_Drip** Edit
- Location - Living In United States: 37327 N Gantzel Rd, San Tan Valley (+10 mi) Arizona  
Age 18 - 65+
- People you choose through targeting
- People who like your Page
- People who like your Page and their friends
- Your Custom Audiences

See All (28) | Create New Audience

Preview: Desktop News Feed

**The Spa Dr.**  
Sponsored · ⓘ

A few of my favorite things for a Saturday 🐶... sweet puppy, surf board, boat, water and sun (with shade) 🌊🐾 How are you spending your weekend?? Are you getting outdoors while staying cool and protected?? 🤙  
What is your happy place? 😊 #happyplace #saturdays #wakesurfing #funinthesun #summerfun #smilesarebeautiful #sunprotection



By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

# PHASE 3: (Continued)

STEP 4:

### Boost Post

Duration ⓘ

Days  End date

Total budget ⓘ

Estimated People Reached ⓘ

**110 - 310 people per day** of 100,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$1.00** per day. This ad will run for 7 days, ending on Aug 5, 2019.

#### TRACKING CONVERSIONS


⚙️ By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel **Boost**

Preview: Desktop News Feed ▼

**The Spa Dr.**  
Sponsored · 🌐

A few of my favorite things for a Saturday 🥰... sweet puppy, surf board, boat, water and sun (with shade) 🌊🌞🐕 How are you spending your weekend?? Are you getting outdoors while staying cool and protected?? 🕶️ What is your happy place? 😊 #happyplace #saturdays #wakesurfing #funinthesun #summerfun #smilesarebeautiful #sunprotection



🔴

PHASE 4: Repeat This Weekly, Week In &  
Out

# Why Does “Retargeting” or “Drip Marketing” Work?






- Digital Drip Marketing- consistency + time
- On average it takes 6-7 touches before someone converts
- Those who are retargeted are 70% more likely to convert

# THE BIGGER BUDGET STRATEGY....

- PHASE 1- Utilize direct mailing for your promotion & create that exact same audience in Facebook Ad Manager
- PHASE 2- Plant The Seed With Video
- PHASE 3- Mailer Hits
- PHASE 4- Run retargeting ads to create an urgency to take advantage of your offer NOW rather than wait

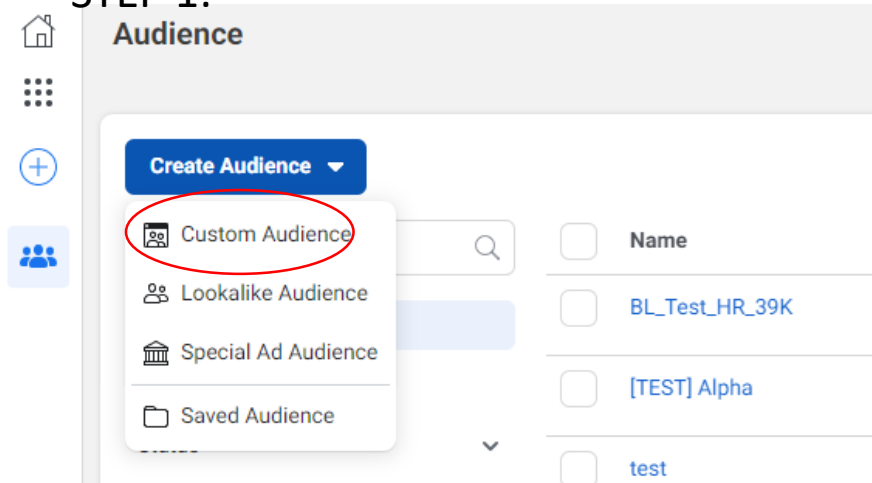
# CASE STUDY

- Spent all marketing dollars on TV, Radio, Newspaper, Magazine, and Billboard ads
- First year with us they sold out 3 shows and have reduced print budget year over year to focus on digital ticket sales.

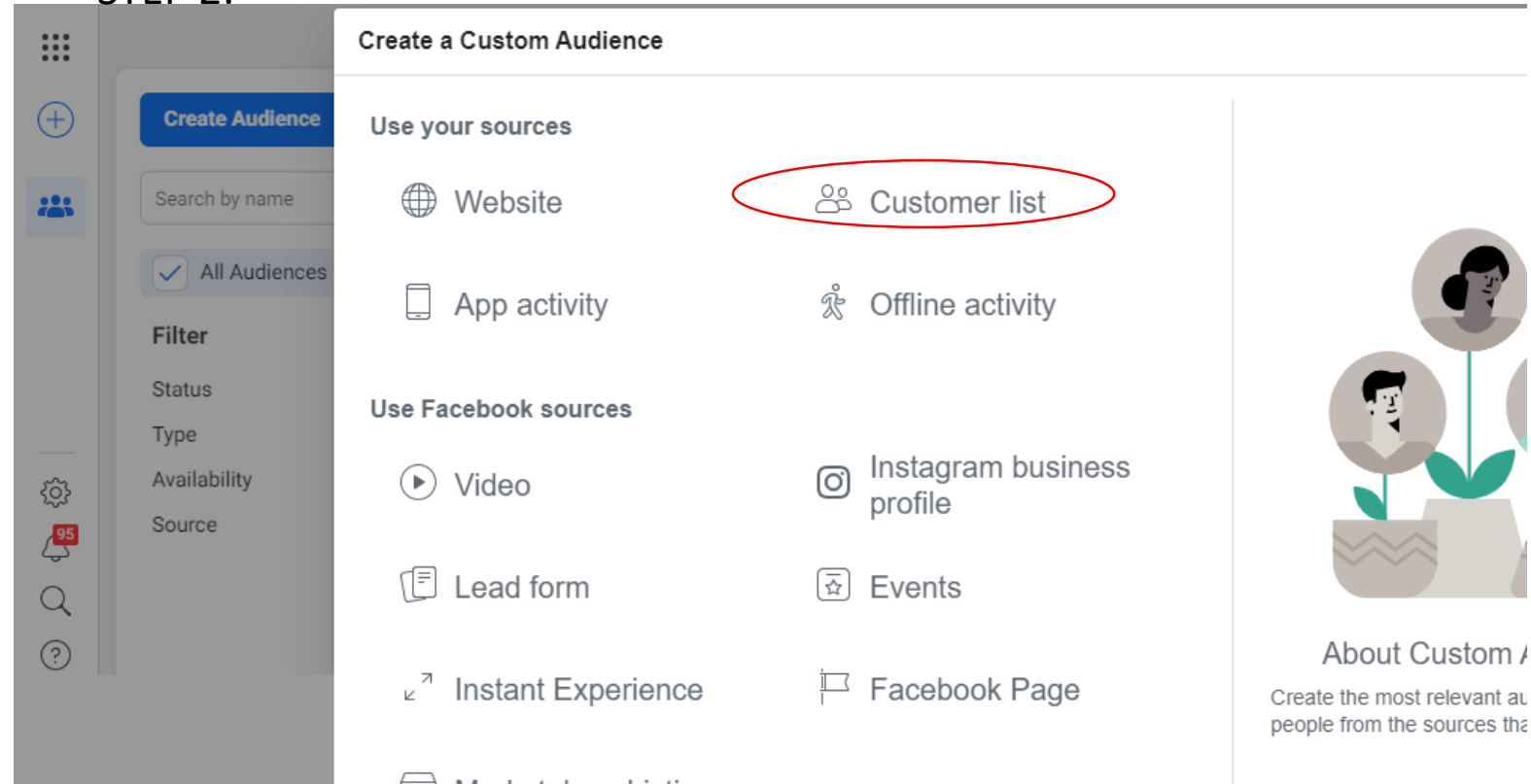
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF Catapult VV	● Completed	18,278 3-Second Vi...	24,310	43,233	\$0.01 Per 3-Secon...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF Jim Curry	● Completed	493 Link Clicks	2,824	11,946	\$0.35 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF Hotel California	● Completed	1,102 Link Clicks	10,303	22,814	\$0.16 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF Guthrie Bro	● Completed	205 Link Clicks	1,837	6,556	\$0.63 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF GENTRI 	● Completed	549 Link Clicks	7,932	16,736	\$0.34 Per Link Click
		 View Charts  Edit  Duplicate					
		  Results from 17 campaigns Loading...			—	91,969 People	258,524 Total

# PHASE 1: Create Your Mailing Audience In Facebook Audience Manager

STEP 1:



STEP 2:





# PHASE 1: (Continued)

## STEP 3:

**Create an Audience From a Customer List**

### Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier ⓘ

Email Phone Number Mobile Advertiser ID Facebook App User ID

Facebook Page User ID First Name Last Name

Include more identifiers ⓘ

City State/Province Country ZIP/Postal Code Date of Birth Year of Birth

Gender Age

Add value information to create a value-based lookalike ⓘ

Customer Value

[Download List Template](#)

[See Formatting Guidelines](#)

[Import From Mailchimp](#)

**Your Customer List Information Is Hashed**

Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed.

[Learn More](#)

Back Next

## STEP 4:

**Create an Audience From a Customer List**

### Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value
---	---	---	---
---	---	---	---
---	---	---	---

Yes  
Include customer value in your customer list

No  
Continue with a customer list that doesn't include customer value

Back Next

# PHASE 1: (Continued)

## STEP 5:

**Create an Audience From a Customer List**

**1 Add Customer List**

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

[Download List Template \(.csv\)](#)

Add a list in CSV or TXT format

Drag and drop your file here or **Upload File**

Copy and paste

**2 Name Your Audience**

[Gilbert] EDDM\_25%\_June2020 23 [Add Description](#)

[Cancel](#) [Back](#) [Next](#)

## STEP 6:

**Create an Audience From a Customer List**

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn More](#)

5 columns are mapped and will be uploaded. Please correct the errors before continuing.

Phone Number (1) Phone Number (2) Date of Birth Email Phone Number (3)

**Mapped (5)** **Action needed (17)**

	Map Column to Identifier		
Order # 684845634 685430903 685522972 686809510	<input checked="" type="checkbox"/> Phone Number	<p>example, a one must precede a phone number in the United States. We accept phone numbers in up to three separate columns, with or without punctuation.</p> <p>Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must...</p>	1(222)333-4444 001(222)333-4444 +12223334444
Order Date 16/10/2017 17/10/2017 17/10/2017 19/10/2017	<input checked="" type="checkbox"/> Date of Birth DD/MM/YYYY	We accept 18 different date formats to accommodate a range of month, day and year combinations, with or without punctuation.	mm/dd/yyyy mm/dd/yy yyyy-mm-dd + 15 more
beyond-diva@cox.net debra@radixwellnutrition.com	<input checked="" type="checkbox"/> Email	We accept email addresses in up to three separate columns. Only one email can go in each cell. All universal	Emily@example.com John@example.com

[Cancel](#) [Back](#) [Upload and Create](#)

# PHASE 1: (Continued)

STEP 7:

### Audience

Define who you want to see your ads. [Learn More](#)


**Create New Audience**   Use Saved Audience ▾

Custom Audiences ⓘ

Customer List
<b>{Gilbert} EDDM_25%_June2020</b>
Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾


Locations ⓘ   Location:  
• United States



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

### Estimated Daily Results



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

# STEP 2: Plant The Seed With Video:

For the 5 days leading up to the mailer drop run an educational video as an ad (video views objective) **(NO CTA)**

**Myths**

**FAQ's**

**DIY Tips**

**Demonstrations**

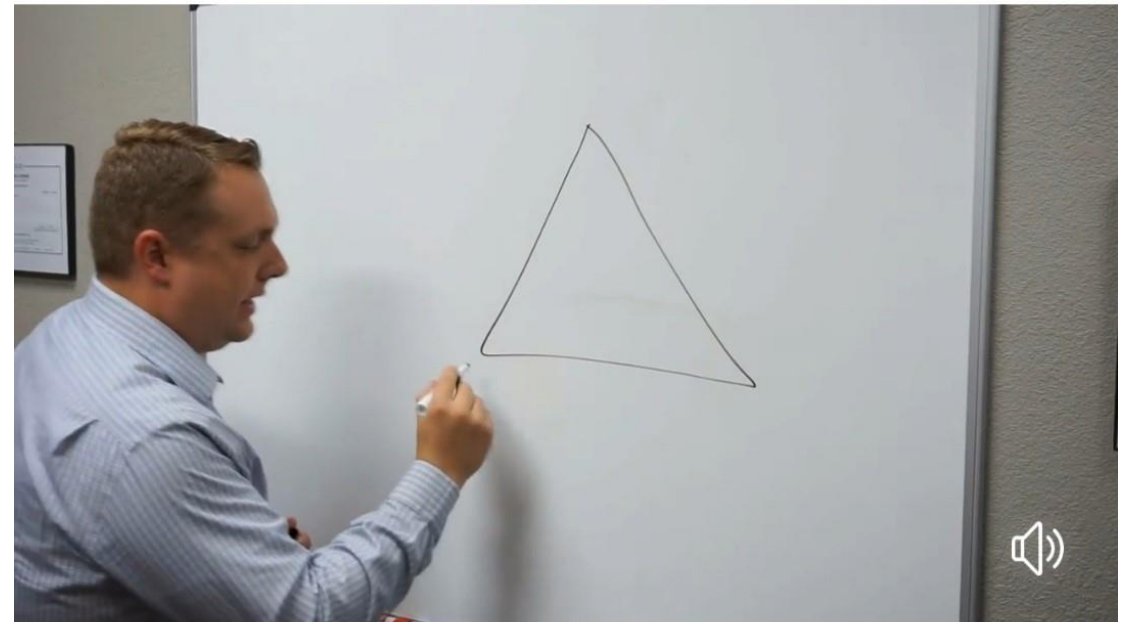


Tetrant Legal

Aug 6, 2018 at 8:47 PM • ⚙️



One of the questions I get most often is ... See More



👍 3

563 Views

👍 Like

💬 Comment

➦ Share

# PHASE 3: Direct Mailer Hits The Mailbox

**FREE ESTATE PLANNING SEMINAR**

PSRST STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

PRESE [ ] h:

VENU [ ]

DATE: [ ] h

TIME: [ ]

**FREE FOOD:** *Jimmy John's Sandwich,  
Chips, & a Cookie!*



Local  
Postal Customer

**RSVP** Call: [ ]  
**TODAY!** Online [ ]

# STEP 3: Retarget Mailer Audience with CTA Ad


Your opportunity to create urgency, test multiple ad formats:

Video,

Image Ad,

Message Ad,

Lead Ad

 **Tetrant Legal** Nov 9, 2018 at 4:45 PM · 🌟

\*\*\*REGISTRATION CLOSING SOON\*\*\*  
ESTATE PLANNING 101: The Fundamentals of Wills and Trusts

Instructor/Hosted by: Rob M. Siddoway Attorney & Certified Financial Planner


Date: Wed. Nov 14th OR Thur. Nov 15th (choose one)  
Location: McQueen Park Activity Center; 510 N Horne St, Gilbert 85233  
Time: 6:00 to 7:30 PM  
Cost: No cost to Gilbert Residents

Registration: <http://bit.ly/EP101Gilbert>

Class Description: This class will cover the basics as well as the most common misinformation surrounding probate, powers of attorney, privacy and taxes. We will discuss where to find affordable estate planning options, solutions to implement on your own, as well as common IRA and insurance issues to avoid.

\*Class size limited to ensure ample time for attendees to ask questions.


Register Now At: <http://bit.ly/EP101Gilbert>





SOCIALMANNA.CLICKFUNNELS.COM  
**[Gilbert Community Education Class]** SIGN UP  
**Estate Planning 101**

# LANDING PAGE & TRAFFIC TRACKING


[Insert City] Community Education Class  
[Insert Seminar Name]

Your Full Name Here...   
NAME


Your Email Address Here...   
EMAIL

Your Phone Here...   
PHONE

Please choose from one of the available class dates:

[Enter day/date/time]   
CUSTOM\_TYPE

How many students are you registering?

1   
CUSTOM\_TYPE


**CONFIRM REGISTRATION >>**

**Registration released in:**

00 00 00  
HOURS MINUTES SECONDS

**LOCATION:** [enter address of seminar]  
**DATES:** [Date choice #1] **OR** [Thu., Nov 15th]  
**TIME:** [6:00 PM to 7:30 PM]

**HOSTED BY:**

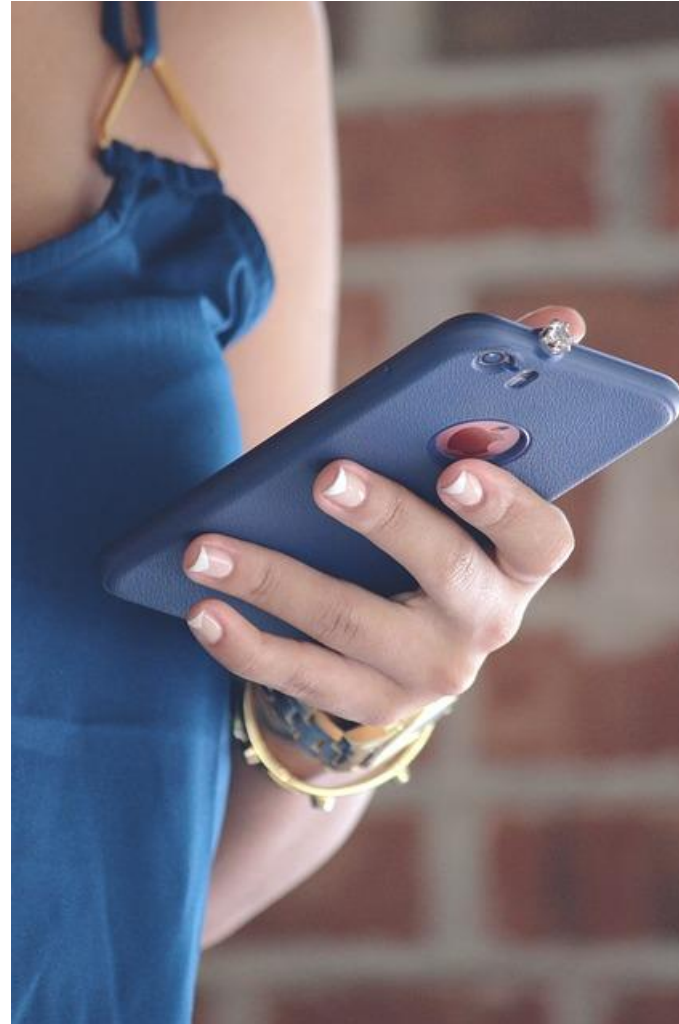


# BONUS PHASE 5: Add Street Signs In Neighborhood





Allows you to extend the life of your promotion from 1 touch to 20-50...



# The Power of RETARGETING Online

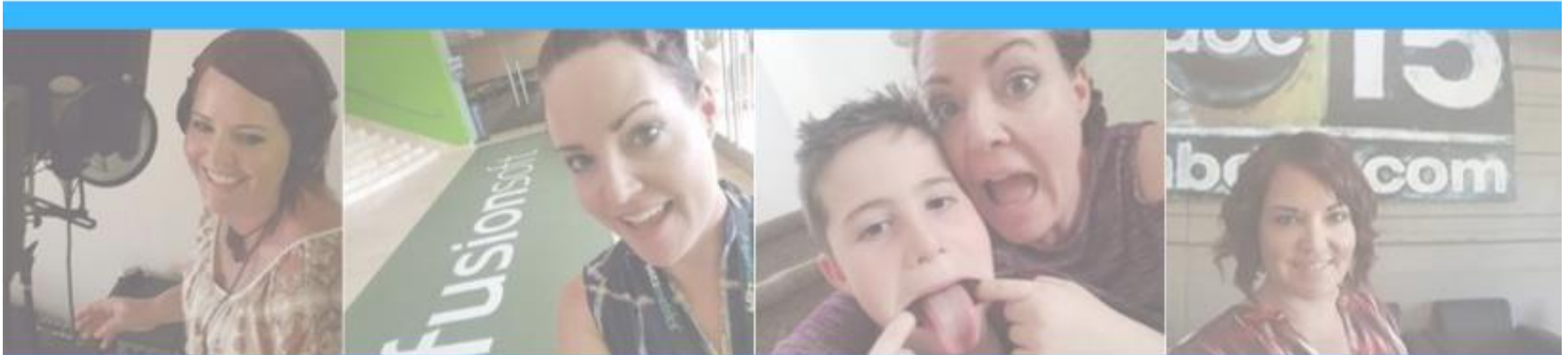
- People are busy. Life happens.
- The average rate of return for direct mail is ½-2% (smallbusiness.chron.com)
- Visitors who are retargeted are 70% more likely to convert
- Multiple Touches = Higher Rate of Conversion



Facebook & Instagram Ad Management



Website Retargeting



"It always seems impossible until it's done" ~Nelson Mandela

QUESTIONS?