

**5 Lessons We've Learned
Spending More Than
\$5000,000.00
on Facebook Ads**



I'm Happy to Send You the Slides

*Leave a comment or
question below*





TAG A FRIEND, WHO IS



ALWAYS READY FOR SELFIE !

Get More Than 250 FREE TOOLS

to Help Your School Recover from the COVID-19 Disruption!

The collage features several promotional elements:

- Top Left:** "Our Martial Arts Classes Will Give Your Child:"
 - Exciting Healthy Activity
 - Mind Engaging Challenges
 - Positive Social Interactions
 - Life Leadership Skills
- Top Center:** "DOES SEEMINGLY ENDLESS CRAZY NEWS Make You Feel Like You Must Protect Yourself?"
- Top Right:** "IT'S TIME TO FIGHT" and "NOW GET 1 WEEK FREE TRAINING" with a YouTube play button icon.
- Middle Left:** "THE 7 MOST IMPORTANT THINGS TOP SCHOOL OWNERS ARE DOING AS VACCINES ROLL OUT TO SET THEIR SCHOOLS UP FOR BIG SUCCESS IN 2021!"
- Middle Center:** "GET ONE WEEK OF MARTIAL ARTS TRAINING FREE" and "FAST TRACK YOUR SCHOOL SUCCESS".
- Middle Right:** "FAMILIES MEN" and "HAVE SOME TIME ON YOUR HAND".
- Bottom Left:** "SHARPEN YOUR BELT WITH OUR NEW MARTIAL ARTS TRAINING" and "REGAIN YOUR GIRL POWER THAT THE LAST 12 MONTHS WEAKENED WITH MARTIAL ARTS TRAINING".
- Bottom Right:** "4 SURPRISING LESSONS WE'VE LEARNED DURING COVID" and "SPECIAL FREE VIDEO PRESENTATION".

AtlasMartialArtsSoftware.com/covid19

2 Quick Question(s)

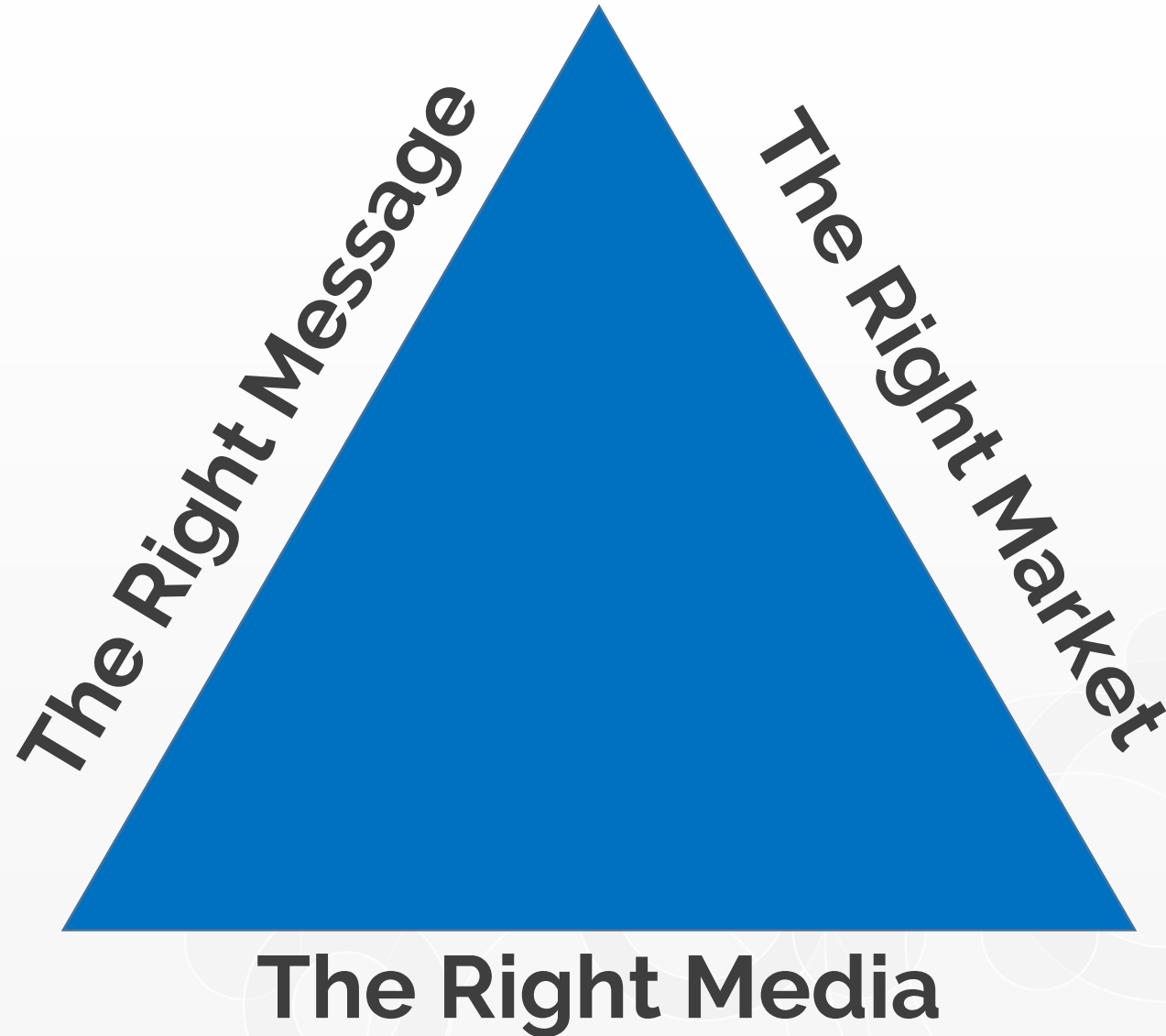
Please Post Your Answer in The Discussion

Are You Currently Buying
Ads on FB??

How "Tech" Savvy Do You
Consider Yourself?

1 – 10

The Marketing Triad



5 Lessons Learned - **facebook Ads**

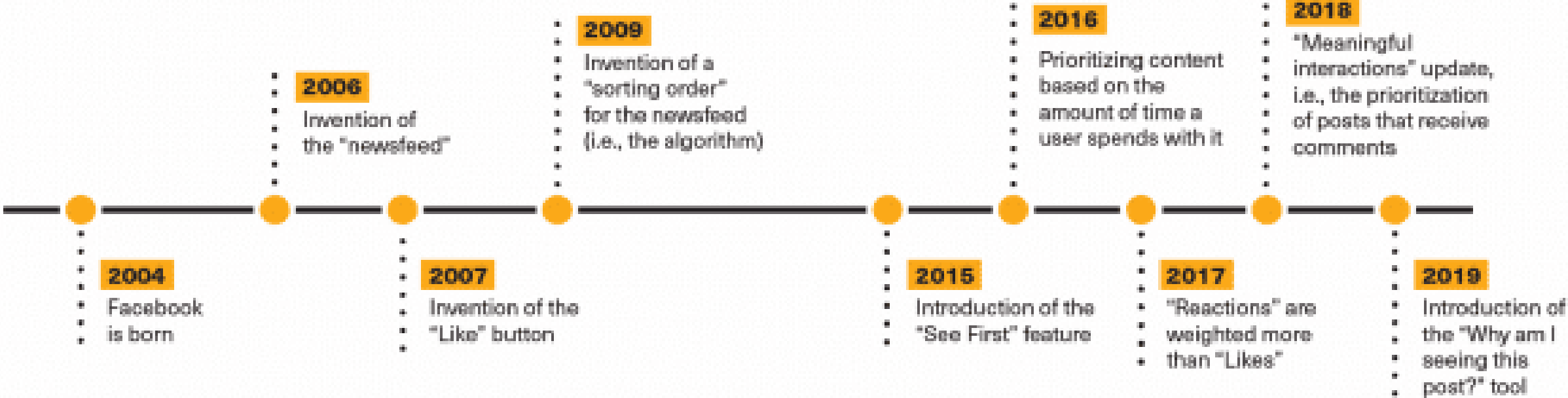
Lesson #1:

**Get the Algorithm to Work FOR
You – NOT Against You**

THE FACEBOOK ALGORITHM EXPLAINED



Key Moments in the History of the Facebook Algorithm



How Facebook ranks content

— in the News Feeds —

1

The **INVENTORY** of all posts available

2

SIGNALS that tell Facebook what each post is

3

PREDICTIONS on how you will react to each post

4

A FINAL SCORE assigned to the content based on all factors considered

5 Lessons Learned - **facebook Ads**

Lesson #1:

Get the Algorithm to Work FOR You – NOT Against You

- How the “Algorithm” Works
 - Recency -> **Popularity** -> **Content Type** -> Relationship
- You NEED to Monitor and Adjust CONSTANTLY
 - Our Ad Managers Review Each AD at LEAST Twice a day (EVERY SINGLE DAY)!
- Think MOBILE – for a Quick “Action”!!!

5 Lessons Learned - **facebook Ads**

Lesson #2 (Breakthrough):

Lead Ads – Lead Ad Integration

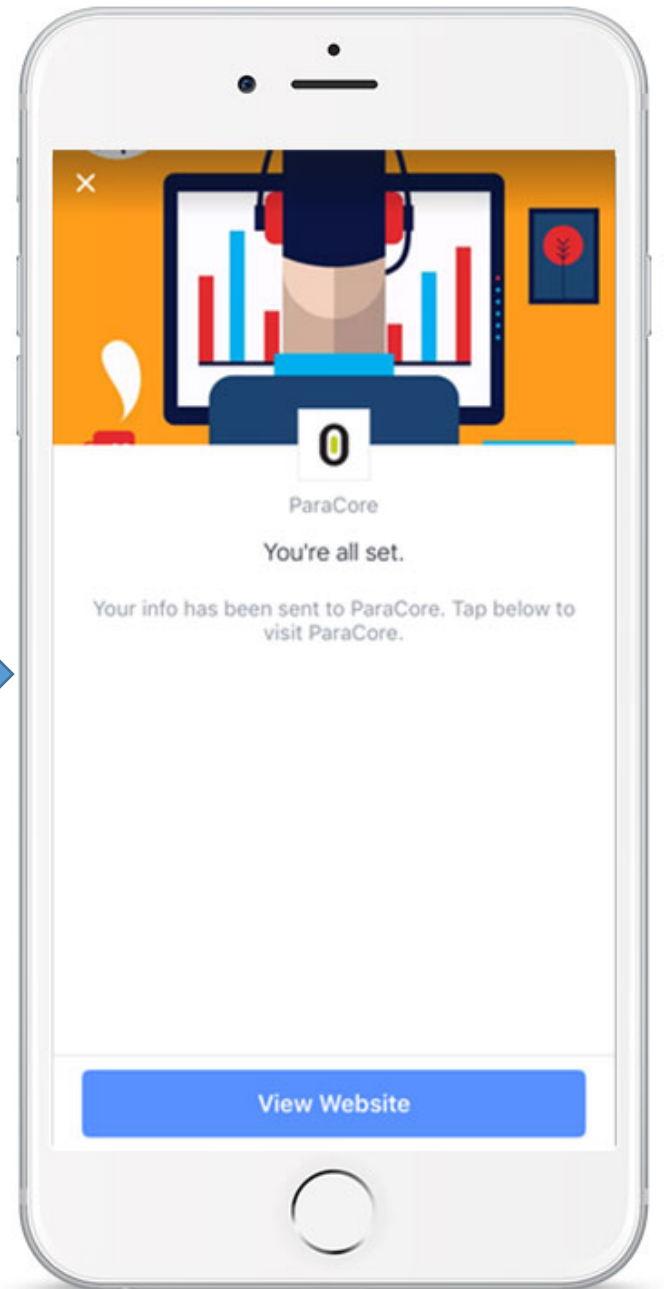
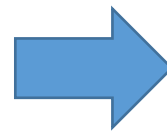
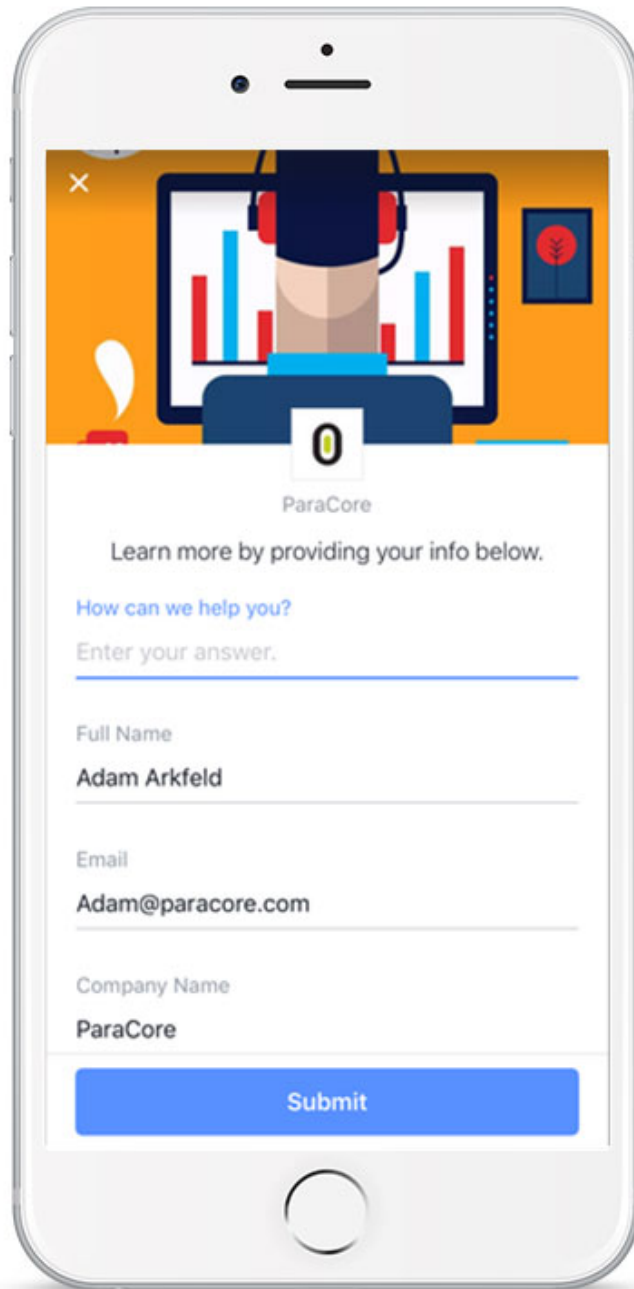
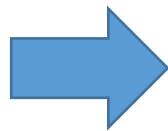
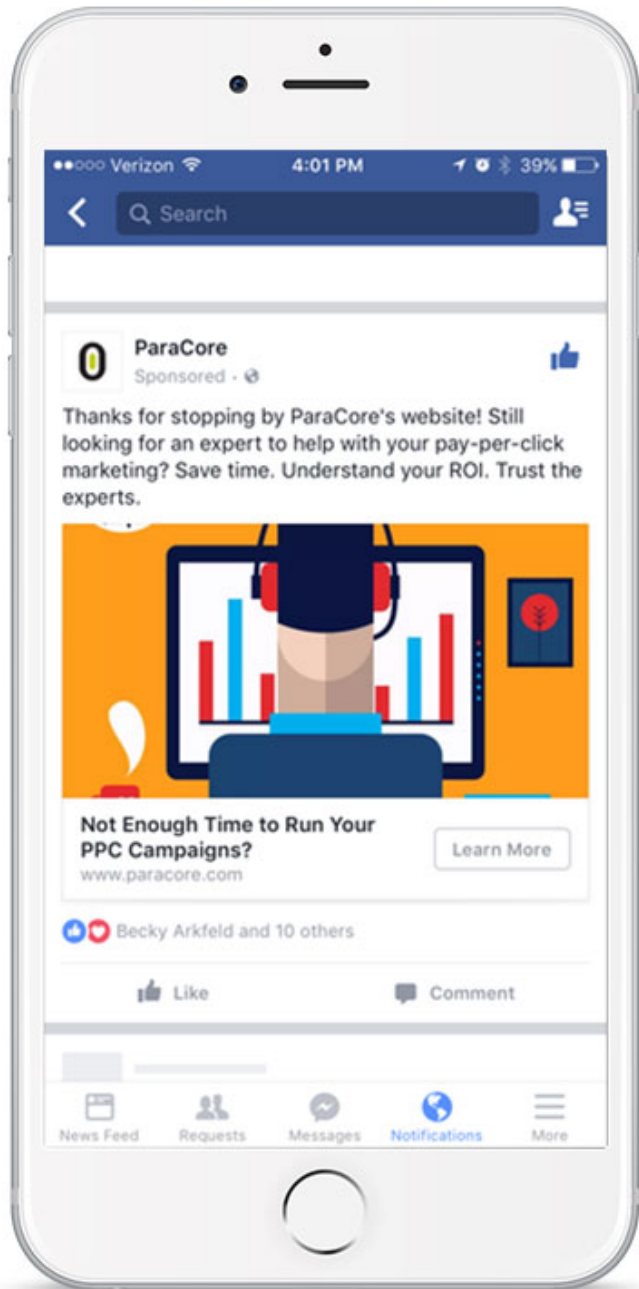


5 Lessons Learned - **facebook Ads**

Lesson #2 (Breakthrough):

Lead Ads – Lead Ad Integration

- After Zuckerberg Got Whacked Around By Congress – Lead Costs Went Up by as Much as 1000%
- Leave the User (Initially) “On” the FB Platform
- Integrate with ATLAS – Data Flows Directly into the System, for Automation(s) and Manual Action!
- Drove Our Cost Per Lead Down (on Average) By More than 33%

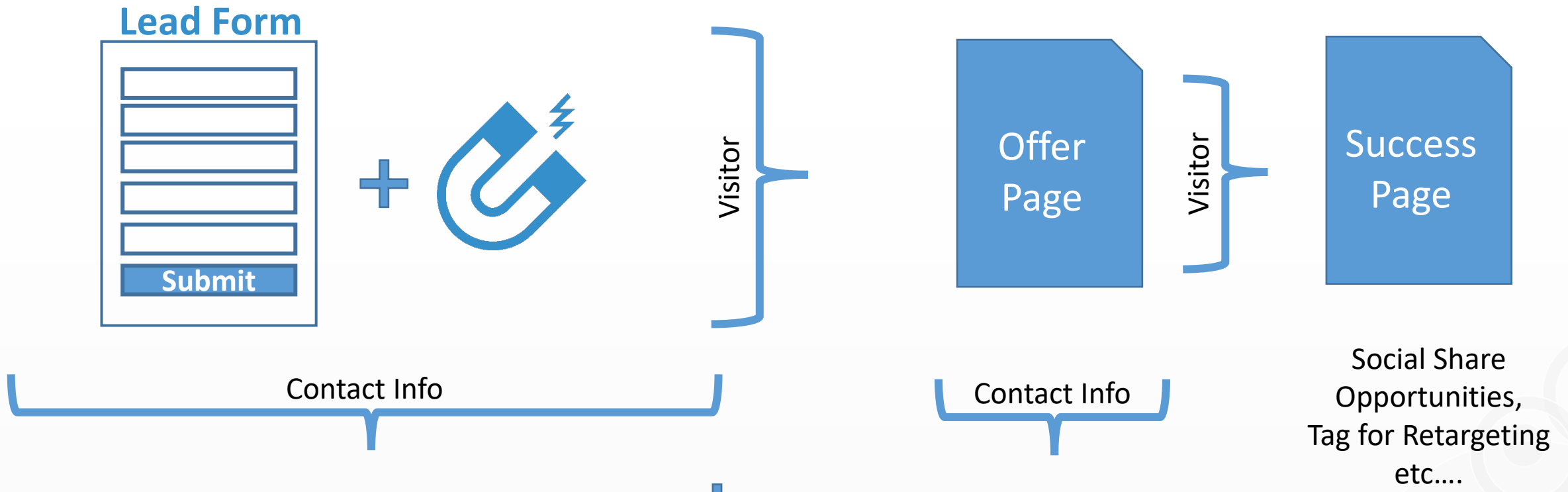


5 Lessons Learned - **facebook Ads**

Lesson #3:

The Back End and Follow Up is CRITICAL!

- Even if Your CTR and CPM are Good you Get a HUGE Multiple ROI with Robust Back End Systems
- Lead Funnel Website
- Nurturing Funnel with ROBUST Automation AND Manual Follow Up
- Personal Follow Up
- Events, Activities, Tools and Resources to KEEP them Engaged, and Get them to Take Action



5 Lessons Learned - **facebook Ads**

Lesson #4:

Back End Systems that Have Been Multiplying Results

- Lead Funnel – On and OFF Your Website!
- 2 Step (Maybe Even 3 Step) Marketing
 - Lead Magnet -> Offer -> Nurture
 - Lead Magnet -> Higher Interest Action -> Offer -> Nurture

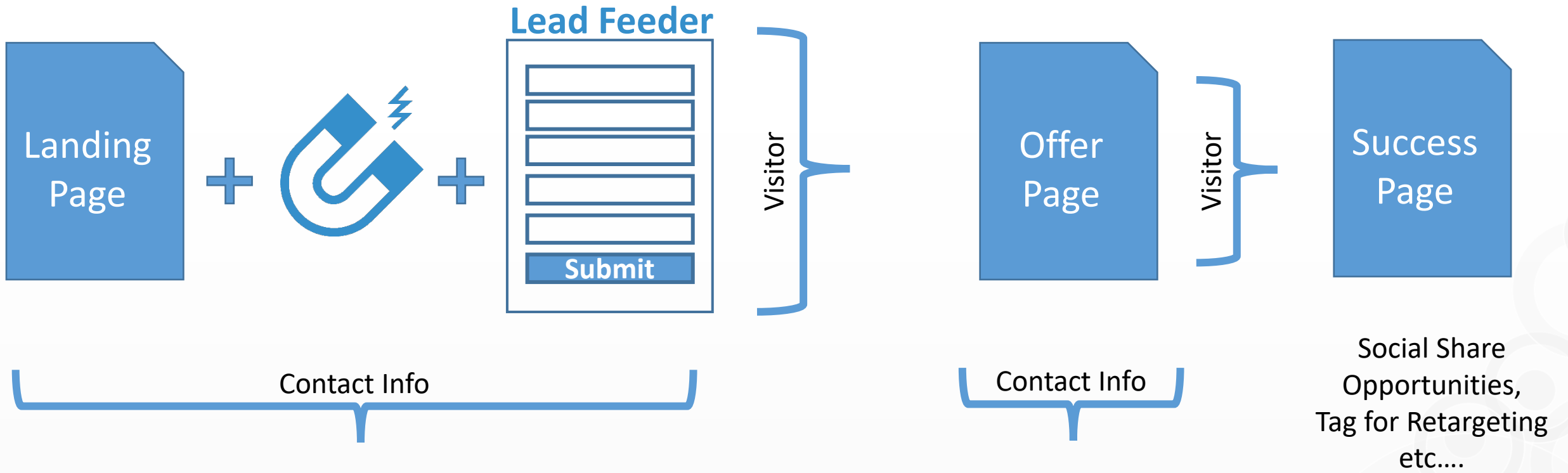
Drive Traffic

Capture Lead -
EVERYONE that MIGHT
be Interested

- LOW or NO Barrier of Entry
- Aggressive “Nurturing” Campaign to Follow

Set Appointment

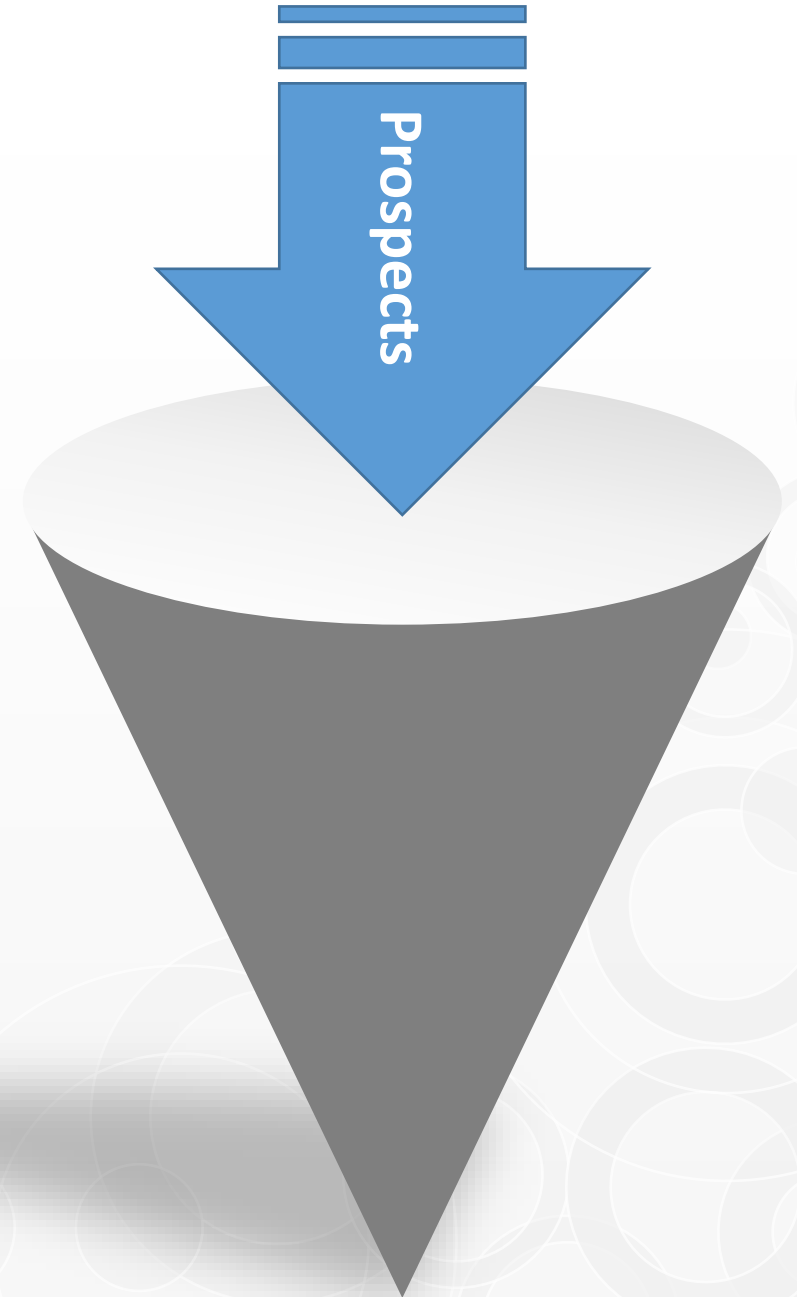
Make Sale



Convert to **Follow Up!!!!**

Internet Marketing "Process"

- Sequential, MULTI-MEDIA Follow up
 - Email
 - SMS
 - More Content (Blog etc...)
 - Personal Calls
 - Letters
 - Videos
 - Testimonials
 - Event Invitations (MANY - etc!!!)
 - Etc...etc...etc





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Lesson #5:

Understand Your “Economics”

(ie. The Value of a New Student/Enrollment)

My Math:

- Retention 96.5%/mo (Attrition 3.5%)
- Average Student Longevity = 28.5 Months
- Avg Rev/Student = \$255.00

Avg Student Lifetime Value = \$7267.50

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Lesson #6 (Bonus):

TEST – TEST – TEST:

But Know that Your Results MAY NOT Translate

- You Need a LOT of Ad “Collateral” to Test
 - Images/Video – Copy - Offers
- A Highly Optimized Ad + Copy + Offer is at the Mercy of the “Algorithm”
- Some Campaigns that Have “Proven” Hyper Successful, Have Fallen FLAT in a Substantially Similar Demographic.

Martial Arts Industry COVID Recovery Program

The Next 300 School Owners
to Join the ATLAS Family Get:

Call My Team:

800-275-1600

Cutting Edge
ATLAS Software



A Beautiful Lead
Funnel **Website**



All the **Online** and **Offline**
Marketing Tools You'll **EVER** Need



Hyper Engaging
Social Media Campaigns

The Industry's **ONLY A to Z**
After School and Summer Camp
Support Pgm.



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