

DIY Ecom Scaling Cheatsheet: A Beginners to Advanced Guide to Scale Your E-commerce Revenue from 5-10 Lakhs to 1 Crore a Month- Simarjot Singh (iDigital Sam)

THE **BLUEPRINT** TO HIT **1CR** IN A MONTH

Step-By-Step System Beginners Use To
20x Their Revenue

BY SIMARJOT SINGH

1 CRORE

5-10 LAKHS



E-BOOK CHAPTERS

CHAPTER 1: BASIC MARKETING CONCEPTS

- Funnels of Marketing
- Terminologies
- Definitions and Formula
- Dropoffs- How to find the problem in your funnel?

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- How to compete in a saturated market?
- Unique Selling Proposition (USP)
- Marketing Funnel Awareness
- AIDA Principle

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- 11 simple steps to increase the conversion rate of your website
- Faster Loading Pages
- Heat Map Signatures

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CHAPTER 10: STEAL MY EXACT "CATCHY WORDS" WHICH HELPED ME GENERATE MY CLIENTS OVER \$20 MILLION

BONUSES

1. HOW TO FIND WINNING AD CREATIVE IN THE FIRST GO
 - a. My secret sauce, how I find winning Ads
2. A TO Z CHEATSHEET TO CONSISTENTLY GET 4+ ROAS
 - a. How to consistently get 4+ ROAS

CHAPTER 1: BASIC MARKETING CONCEPTS

- Funnels of Marketing
- Terminologies
- Definitions and Formula
- Dropoffs- How to find the problem in your funnel?

Funnels of Marketing

1. TOF- Top of Funnel

These are the users who see your Ad for the first time

2. MOF- Middle of Funnel

These are the users who have watched your Video Ad for a minimum of 3 Seconds or the people who have engaged with your Ads (For Example- liking, commenting or sharing your ad)

These ARE NOT the people who visited our website

3. BOF- Bottom of Funnel

These are the users who clicked on your ads and visited your website

A point to note- If you're selling 2 products and 100 people saw your ad for product A and 100 saw your ad for product B there might be a chance of overlap of people, meaning some people might have seen both ads. So some people w.r.t. brand might be in MOF but w.r.t. to the individual product they might be in TOF

(Read it again if you didn't get it)

4. Retargeting Ads

It's a combination of MOF and BOF Ads

We can run retargeting ads only to MOF or BOF or Both of them

Terminologies

1. Reach- number of unique viewers who see your Ad

2. Impressions- number of viewers who see your Ad (a single user might see your ad)

For Example- If person A saw your ad ONE time and person B saw your ad TEN times Then your reach is 2 but the impressions are 11

We usually pay Facebook based on impressions

3. CPM- Cost per 1000 Impressions- Cost we are paying Facebook to show our ads to 1000 people

4. Frequency- The of number times a user sees your ad repeatedly

For Example- If person A saw your ad TWO times and person B saw your ad TEN times Then your frequency is 6

Formula-

$$\text{Frequency} = \text{Total Impressions} \div \text{Reach}$$

In TOF, the less frequency the better for long-term

Why?

Because you will be reaching new customers every single day

5. **CTR- Click-through rate-** The number of CLICKS received on your ad divided by the number of times your ad is shown to users

Formula-

$$\text{CTR} = \text{clicks} \div \text{impressions}$$

The more the better

2% CTR is considered to be good according to the average industry standard

6. **CTA- Call to Action-** The clickable button on your ad which can be Shop Now, Learn More, Sign up, Call Now etc

7. **Clicks-** The number of times users clicked on your ad

8. **Link Clicks-** The number of times users clicked on your CTA button

9. **Link CTR-** The number of LINK CLICKS received on your ad's CTA Button divided by the number of times your ad is shown to users

Formula-

$$\text{CTR} = \text{Link clicks} \div \text{impressions}$$

The more the better

10. **Landing Page Views-** The number of people who land on your website after seeing your ad

11. **ATC- Add to Cart-** The number of people who added to the cart after visiting your website

12. **IC- Initiate Checkout-** The number of people who initiated checkout after visiting your website

13. **Purchases-** The number of people who purchased after visiting your website

14. CPP- Cost Per Purchase- Cost per purchase tells you how much money you're spending to get every PURCHASE

15. CAC- Cost Per Acquisition- Cost per acquisition tells you how much money you're spending to get every NEW USER

If it took you \$20 for any user to buy from your website and now if he comes again and buys 10 more times then your CAC will still stay \$20

BUT cost per purchase might vary if you're running Retargeting Ads (Definition explained above)

16. Ad Spend- The amount of money you spend on Facebook or Google Ads

17. ROAS- Return on Ads Spend- The revenue you get after spending on ads

For example- If you're spending \$100 to generate a revenue of \$300 then your ROAS is 3 (three)

Formula

$$\text{Revenue} \div \text{Ad Spend} = \text{ROAS}$$

The more the better

Marketing Agencies typically generate a minimum of 2.5 to 3 ROAS internationally (outside India) but within India, we can achieve a ROAS of 5-8 as well depending on the industry of the brand and the product we are selling

18. BE-ROAS- Breakeven ROAS- Minimum return on ad spend required to cover Facebook & Google ads costs

Formula

$$\text{BE-ROAS} = 1 \div \text{Profit Margin\%} * 100$$

$$\text{Profit Margin} = \text{Profit} \div \text{Selling Price} * 100$$

For example- Product Cost is \$50 and Selling Cost is \$90, therefore

$$\text{Profit Margin} = 40 \div 90 * 100 = 44.44\%$$

$$\text{BE-ROAS} = 1 \div 44.44 * 100 = 2.25$$

This means you need to get a minimum of 2.25 just to breakeven your ad spend

19. AOV- Average Order Value- Average order value a customer buys on your website

Formula-

AOV = Revenue ÷ number of orders

20. LTV- Lifetime Value- The lifetime value of a customer is the total sum of all the purchase values of the individual customer in the whole journey of the website

21. Conversion Rate- How many users convert/buy on your website after visiting it

Formula-

Conversion Rate = Number of purchases ÷ Landing page views

22. KPI- Key Performance Indicator- For eCommerce Business KPI is ROAS
And for Lead Generation Business KPI is CPL- Cost per Lead

A HUMBLE REQUEST PLEASE READ THESE 22 TERMINOLOGIES TWICE THRICE BECAUSE THESE TERMINOLOGIES ARE USED IN THIS EBOOK MULTIPLE TIMES.

DROP OFF's

Drop off are metrics to find where your funnel is broken

1. Landing page to Clicks

The landing page to clicks ratio should be always more than 80%

Formula- Total Landing Page Views ÷ Total Clicks × 100

How to optimise?

Decrease your website load time i.e. your website should load as fast as possible

2. Add-to-cart to Landing page views

The Add-to-cart to Landing page views ratio should be always more than 5%

Formula- Total Add-to-carts ÷ Total Landing Page Views × 100

How to optimise?

Improve your product page

Or target better people in Ads

Or reduce your price

3. Add-to-cart to Initiate Checkout

The Add-to-cart to Initiate Checkout should be always more than 70%

Formula- Total Initiate Checkout ÷ Add-to-carts × 100

How to optimise?

Add more payment methods
Or add Free Shipping

4. Purchases to Landing page views (Conversion Rate)

The number of purchases to landing page views should always be more than 2%

Formula- Total purchases ÷ landing page views × 100

How to optimise?
Improve your product pages
Or make your website look branded

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CHAPTER 2: PRODUCT MARKET FIT

- How to compete in a saturated market?
- Unique Selling Proposition (USP)
- Marketing Funnel Awareness
- AIDA Principle

How to compete in a saturated market?

Products are never saturated...

I repeat products are never saturated all you need is to find a winning ad and audience to start getting sales

If you're selling Steam Iron to women, try to sell portable Steam Iron travellers and then expand your audience

Why?

Your total addressable market size will be less but your competition will be less too

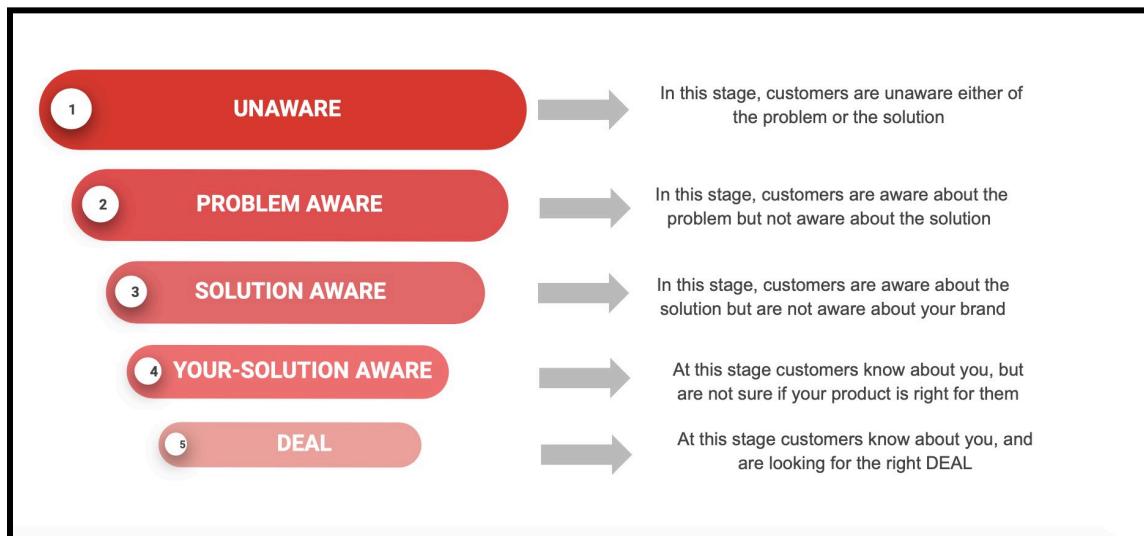
Few more examples-

If you're selling razors to females, try selling LED Hair remover

If you're selling eyelash extensions, try selling serum to extend your lashes naturally or sell only party lashes (big long thick lashes)

If you're into clothing, find all your competitor's best sellers, improve them and focus on selling only these articles

Marketing Funnel Awareness



- Understand the marketing funnel stages.
- Implementation Tip: Tailor strategies for each stage.

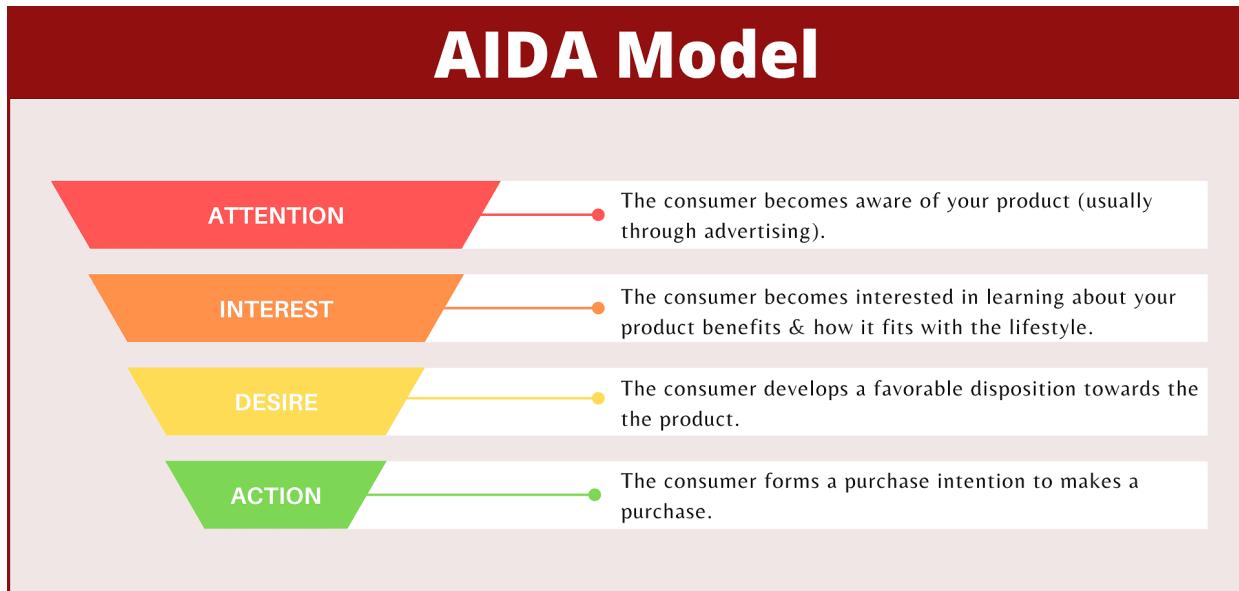
Unique Selling Proposition (USP)

Clearly define what makes you unique.

1. If there isn't anything unique about your products then you need deep pockets to grab market share

2. Or you can find similar products on amazon, filter all the lowest rated reviews and add all the problems that customers are facing. This is by far the best method to dominate your competitor.

AIDA Principle



Use same AIDA principle into your marketing strategy by

1. Call out your audience in the first 3 seconds of your video ad
2. Exaggerate the problem to make users interested
3. Introduce the solution using your product
4. Push them by giving an apt CTA

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CHAPTER 3: INCREASE YOUR WEBSITE CONVERSION RATE

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- Faster Loading Pages
- Heat Map Signatures

11 simple steps to increase the conversion rate of your website/ landing page

- ✓ 1. Add a minimum of 50 Reviews  on all your products
- ✓ 2. Write a nice description of every product (paragraphs should not be more than 2-3 lines long)
- ✓ 3. GIF- explaining transformations (Before- after images) / outcomes of your product (Showcase your USPs in the form of Images)
- ✓ 4. Mention FAQ's- Frequently Asked Questions catering all the doubts of your customers
- ✓ 5. Insert Trust Badges (Free Delivery, Money Back Guarantee, 24*7 customer support, etc)
- ✓ 6. Use animation on your Buy Now button to grab your customers attention
- ✓ 7. Use Color Branding- If you're doing Dropshipping, color branding is very important to differentiate yourself from your competitors.
- ✓ 8. Increase AOV- Average Order Value by selling similar products in bundle deal
- ✓ 9. Try upselling & Cross-selling in Email Marketing and Retargeting Ads
- ✓ 10. Setup Abandon Cart Checkout App
- ✓ 11. Add attractive exit popup to build Email list to Retarget your customers
- ✓ 12. If you're in the US then opt for 1 page checkout process
- ✓ 13. Turn on auto-detection of address and postal code

Faster Loading Pages

Use GTmetrix.com and Google Page Speed insights to see how you can improve your website page loading speed.

NOTE: Hire a developer to optimise loading speed

Heat Map Signatures

Use Microsoft Clarity to improve your landing pages so you can increase your conversion rate.

How to deduce conclusions?

1. See where your audience pays the most amount of time and add USP's of your product there
2. Add "Buy Now" button wherever your users click the most
3. The optimisation list is endless based on howsoever the customers interact on your website

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- Newbie's Guide to FB Ads
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- My A to Z Marketing Strategy to get HIGH ROAS

Newbie's Guide to FB Ads

👉 1. Campaign Level- Used to choose an objective to run Ads (Conversions, Traffic, Video Viewers, Page Likes)

👉 2. Adset Level- Used to choose the audience (by targeting age, gender, interests & custom audiences)

👉 3. Ad Level- Used to choose which Image, Video or Carousel Ad to show.

✓ CBO- Campaign Budget optimisation- If you allocate budget on the Campaign Level

✓ ABO- Ad Set Budget optimisation- If you allocate budget on Ad Set Level

✓ ABO is used for creative & audience testing

✓ CBO is used for scaling

✓ ASC- Advantage+ Shopping Campaign- Use it if you want to scale your winning Ads with 4+ ROAS

How to launch your first marketing campaign?

1. Create a new manual Campaign with sales objective at a budget of Rs 1000 / \$50 per day
2. Create 3-5 Ad Sets, grouped by affinity of interests

For Example- If you're selling eyelashes, group Ad sets by affinity for the interests related to

- a. Salon
- b. Cosmetics
- c. Dating
- d. Natural/organic products

If you're selling hair razors, group Ad sets by affinity for the interests related to

- e. Salon
- f. Waxing
- g. Dating
- h. Competitor Brands

3. Use a maximum of 3 Ads and duplicate them in all the ad sets

Once you surpass the mark of \$5000 or Rs 5,00,000 focus heavily on

✓ 1. Open targeting

In the ad set level, choose country without targeting any interests and then choose age, gender & location

✓ 2. Don't forget to try the new ASC - Advantage+ Shopping Campaign

How to optimise your ads?

If the ROAS of any of your campaigns is more than your KPI

Increase the budget of your Campaign by a maximum of 20%

Otherwise, decrease the budget of your Campaign by 20%

 **SECRET TIP**

Use automated rules, scale your ad set or campaign by 20% if, in the last 3 days, ROAS is more than your target KPI

Similarly, reduce your budget by 20% if, in the last 3 days, your ROAS is less than your BE-ROAS (Break-even ROAS)

How to do Creative A/B testing?

1. Create a new ABO Testing Campaign (allocate budget at Ad Set level)
2. Test 3-5 new Ad Creatives in this Campaign
3. Run 1 Ad per Ad Set for \$5-20 for 3-7 Days or a minimum of 8000 impressions
4. In the ad set level, choose a country without targeting any interests (broad/open targeting) and then choose age, gender & location
5. Monitor the performance after 3 days to find the winner Creative
6. If the results are not concrete (if no winner is found) let it run for 4 more days (a total of 7 days)
7. Once your Ad Sets have 8000 impressions, kill the Ad Sets that are below your BE-ROAS
8. (KPI for Lead Generation Ads is CPL & for Ecom Ads is ROAS, leave out all the other metrics till you're getting your target KPI)
9. Run the Ads for a maximum 7 days and find a winner creative
10. SCALING- Once you have a minimum 3 Ad Creatives that meet your KPI's duplicate them into a CBO Campaign with a minimum budget of \$50
11. If you have less than 3 then you can scale via ABO but you can increase your budget only by 20% at a time

How to be profitable in a saturated market?

As you now already know how to compete in a saturated market (if not, read Chapter 2 module 1 again)

Now the main question is...

How to find a winning ad and audience?

 1. Create your ideal buyer persona

Find the exact person who wants to buy your product don't generalise the person but instead be very specific

 2. Find the interests, likes & dislikes of the people who want to buy your products

 3. Write your Ad Copy calling out all these customers in the first line

Now that you have found a winning audience next step is to find a winning ad creative by A/B testing (already explained above)

Once you're generating good ROAS then you can make an Ad that caters to the masses to scale your revenue to the moon

Remember, when you're scaling hit your audience from different angles like-

- ✓ 1. Testimonial hook
- ✓ 2. Calling out Pain Points
- ✓ 3. FOMO- fear of missing out
- ✓ 4. Benefits / Outcomes of your product
- ✓ 5. Storytelling how your company helped someone
- ✓ 6. Us v/s them or with v/s without or before v/s after case studies

(These ad angles are explained deeply in Chapters 5 & 6)

🚀 My A to Z Marketing Strategy to get HIGH ROAS 🚀

If your budget is less than \$5000 or Rs 5,00,000

- ✓ 1. Run CBO Campaign
- ✓ 2. Test Lookalike Campaign
- ✓ 3. Retarget MOF & BOF Users
- ✓ 4. Test new creatives once a week

🚫 Don't forget to try the new ASC - Advantage+ Shopping Campaign

Once you surpass the mark of \$5000 or Rs 5,00,000 focus heavily on

- ✓ 1. UGC Ads
- ✓ 2. Using Open targeting
- ✓ 3. Testing new creatives every other day
- ✓ 4. Increasing AOV & LTV

🚫 Don't forget to focus on improving the conversion rate of your website by adding

- ✓ 1. GIFS
- ✓ 2. Outcomes
- ✓ 3. Image Reviews
- ✓ 4. Product Usage Video

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CHAPTER 5: HOW TO DESIGN KILLER IMAGE ADS

- Different Ad Angles
- Examples of Ad Angles
- Why CTR of your Ads decreases?

Different Ad Angles

- ✓ Pain Points
- ✓ Us v/s them or with v/s without or before v/s after (how unique your product is from the others)
- ✓ FOMO- fear of missing out
- ✓ Show a negative perspective of the problem
- ✓ Show a positive perspective of the problem
- ✓ Benefits / Outcomes of your Service
- ✓ Storytelling how your company helped someone
- ✓ Show any emotional image related to the outcome of the (pain point)
- ✓ Founder's angle
- ✓ Testimonial hook (customer reviews as hooks)

- ✓ Pain Points

- ✓ Us v/s them or with v/s without or before v/s after (how unique your product is from the others)



- ✓ FOMO- fear of missing out
- ✓ Show a negative perspective of the problem
- ✓ Show a positive perspective of the problem
- ✓ Benefits / Outcomes of your Service



- ✓ Storytelling how your company helped someone
- ✓ Show any emotional image related to the outcome of the (pain point)
- ✓ Founder's angle



✓ Testimonial hook (customer reviews as hooks)

Why CTR of your Ads decreases?

Decreasing CTR has 3 common reasons

- ✓ 1 Non-relatable Ad
- ✓ 2 Increasing frequency
- ✓ 3 Ad Fatigueness

How to solve it?

- 👉 1. Create new creatives duplicating whatever worked in your last winning creative
- 👉 2. Increase your audience size
- 👉 3. Do creative testing every week

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CHAPTER 6: CREATE KICK-ASS UGC VIDEO ADS THAT WORK

- Different Ad Angles
- How to grab attention by using Killer Hooks?
- How to write scripts for scroll-stopping hooks for UGC Video ads?

1. TESTIMONIAL / REVIEW

For example- I work 12 hours in my construction job so I have feet issues daily.

I don't know why but these shoes are so comfy and now I can work my 12-hour shifts without any discomfort.

PS- The key to reviewing ad angle is to write in different lines rather than the same old paragraph that everyone writes

2. USP CALLOUT

For example- Sleep like a baby

If you crave deep sleep then you need this!

3. BENEFITS CALLOUT

3 seconds put on eyelashes

PS- they can be worn at least 20 times

4. ANSWER DOUBTS

Try to answer the burning question related to the product that your customers might have

For Example- Will these eyelashes irritate my eyes?

5. FOMO- FEAR OF MISSING OUT

back in stock

order before it's gone again

How to grab attention by using Killer Hooks?

👉Grabbing attention is the new CURRENCY 💰

A few hooks that you can implement for UGC Ads to grab attention

- 👉 1. Say goodbye to your (pain point)
- 👉 2. I was facing (pain point) until I found (product)
- 👉 3. Find out why (ideal audience) switched to (product)
- 👉 4. If you have (pain point) then you have to try (product)
- 👉 5. The (product) is a complete game changer for me (pain point)

How to write scripts for scroll-stopping hooks for UGC Video ads?

Focus to grab attention in the 1st three seconds of the video by

- 👉 Showing something moving fast
- 👉 Displaying the ideal outcomes of your product
- 👉 Showing a before v/s after or with v/s without or us v/s them

Use enticing hooks to grab the user's attention immediately

- ✓ This Shockingly simple product can get rid of (pain point)
- ✓ How to get rid of (pain point) instantly
- ✓ If you have this (pain point) then you need to try (product name)
- ✓ 3 tips to avoid (pain point)
- ✓ Try this if you struggle with (pain point)
- ✓ The (product name) is a game changer

Using these hooks 'Split-test' different 1st 3 Seconds Hooks of the video and find a winner for TOF Ads

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CHAPTER 7: HOW TO SCALE YOUR FACEBOOK AND GOOGLE ADS

- Vertical & Horizontal Scaling
- How to leverage Lookalike Audience, ASC & Pmax
- Ad Creative Refresh
- How to leverage automated rules for scaling

 How to SCALE your Ads with reducing your ROAS 

HORIZONTAL SCALING

Duplicating your existing audiences or finding new audiences like new interests or trying % new LLA from 1% to 2% or more

Once you ads starts getting good ROAS find more interests or expand into Lookalikes or Opt for Open Targeting (in the ad set level, choose country without targeting any interests and then choose age, gender & location)

VERTICAL SCALING

If in the last 3 days your Campaign / Ad Set has generated ROAS more than your target ROAS then increasing the budget by maximum of 20%

SECRET TIP

Use automated rules, scale your ad set or campaign by 20% if in the last 3 days, ROAS is more than your target KPI

Similarly, reduce your budget by 20% if in the last 3 days, ROAS is less than your BE-ROAS (Breakeven ROAS)

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CHAPTER 8: HOW TO INCREASE YOUR PROFIT WITHOUT INVESTING MORE IN ADS

- Upselling, Cross-selling & Down-selling
- How to increase your AOV and LTV?
- How to get more sales without increasing ad spend?

Upselling, Cross-selling & Down-selling

Upselling

- Upselling is the practice of encouraging customers to purchase a comparable higher-end product than the one in question
- Upselling is designed to increase the value of one purchase while

For example- if a person has come to buy an iPhone 14 sell them iPhone 15 or iPhone 14 Pro whichever resonates with the customer

If a person is ordering a burger, then ask them to order a meal

Cross-selling

- Cross-selling invites customers to buy related or complementary items
- Cross-selling is designed to increase the total number of items a customer purchases

For example- if a person has come to buy an iPhone 14 sell them Airpods, and other accessories

If a person is ordering a burger, then ask them to order fries as well

Down-selling

- This technique is used when the customer, for some reason, decides to back down from the purchase
- Down-selling works when you are dealing with budget-conscious customers

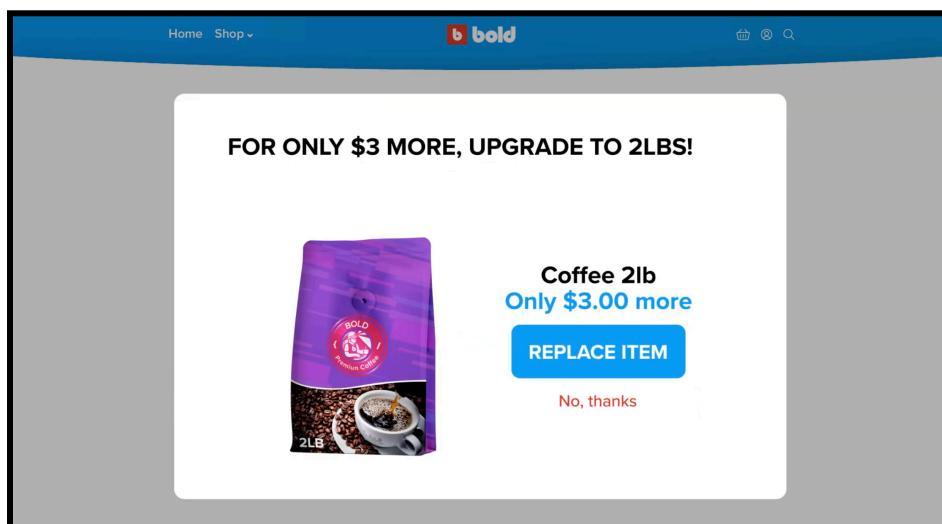
For example- if a person has come to buy an iPhone 14 selling them iPhone SE or iPhone 13 whichever suits the customer's budget

If a person is ordering an expensive burger, then ask them to buy some other alternative convincing them by saying it's value for money

How to increase your AOV and LTV

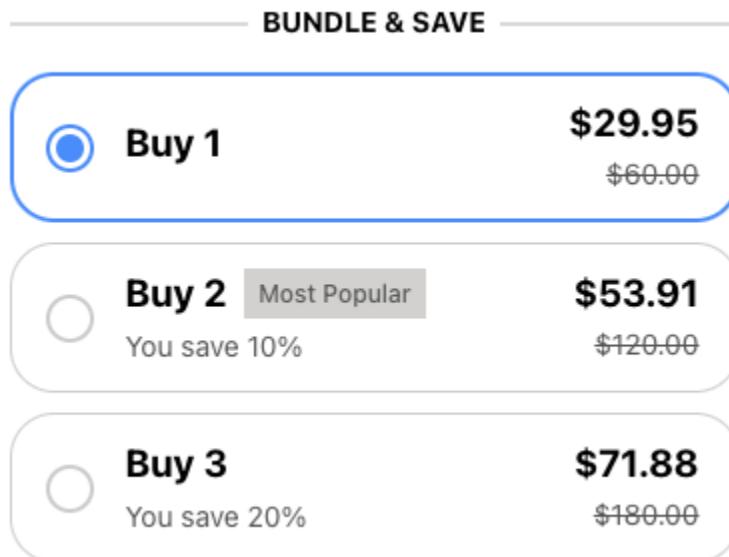
✓ Use “Bold Upsell” to cross-sell people when they click on the “add to cart” button or on “thank you” page after they have completed their purchase

This simple app will increase your AOV and yet customers will feel good because they get more discounts so it will be a win-win situation.



Use the “Kaching Bundle App” to increase order quantity

I usually sell 1, 2, & 3 in bundles in which buying 3 makes a lot more sense as the cost of the product is the cheapest if 3 products are bought together



Email Marketing

- Make a strong bond with your email subscribers by sending them valuable emails in which you’re NOT selling anything
- Send them pre-launch sales automation emails to drive more repeat order
- Email Marketing should contribute a MINIMUM of 15-20% of total Revenue

Retargeting Ads

- Run retargeting Ads to your past customers cross-selling your other products to increase your LTV

How to get more sales without increasing ad spend?

My sure-shot answer is

Design attention-grabbing Image & Video Ads

With attractive Ads, your CPM will be lower thus getting better ROAS

Creativity is simply the ability to come up with;

★ New and innovative ideas to showcase your USPs by grabbing the audience’s attention

🚫 REMEMBER

🚫 Average attention span of users on Social Media is just 2 seconds

😱 So you can grab user's attention in 2 seconds otherwise your CPM will rise, and you will have to pay more to show your ads in front of your interested buyers)

😱 The more attention-grabbing your hook is the less will be your CPM thus chances of high ROAS increases

✓ FACEBOOK

✓ Facebook rewards ads that perform better (more attention-grabbing + more engagement)

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CHAPTER 9: HOW TO SELL PRODUCTS WITHOUT BEING SALEZY

- How to sell outcomes rather than features of your product?
- Powerful Call-to-Action (CTA)

How do I Sell more without selling?

😱 STOP SELLING YOUR PRODUCT OR SERVICE? 😱

Do I sound insane?

Read everything to understand why I'm saying the above line

👉 Always try to solve your customer's problems so you don't have to sell your customers

✓ HOW TO DO THAT?

👉 Never try to sell features, instead sell benefits/outcomes of the product

👉 Try story-telling videos like "I'm in my third trimester and it has been extremely difficult for me to sit and sleep comfortably until I found this pregnancy pillow"

👉 Use "How to" videos to solve the problem of your ideal customers

This will help your customers act as if they are buying your product or service to solve their problem thus making them feel good and smart choice making the decision

A simple change in your marketing message can improve your ROAS and profit margins

Powerful Call-to-Action (CTA)

Using some simple yet effective CTA's can push your customers to buy your products who are standing at the fence by convincing them by saying

- Try this with a 30-night money back guarantee
- Order before
- Get your Fit Machine now and take control of your fitness journey today!
- From one mother to another I can't recommend this enough
- Try it today to stop scolding your kids to reduce phone screentime
- Don't wait order yours today and see the difference
- Trust me, if I can do it, anyone can
- Try today and get the sleep you deserve

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CHAPTER 10: STEAL MY EXACT "CATCHY WORDS" WHICH HELPED ME GENERATE MY CLIENTS OVER \$20 MILLION

Remember at the end of the day it's all about grabbing attention and giving solutions to the problems your customers are facing

The bigger the problem you're solving, the higher price you can charge

1. Outstanding
2. Stop
3. Limited
4. Secret
5. Steal
6. Avoid
7. More
8. Do this
9. Double
10. Hook
11. Growth
12. Triple
13. Instantly
14. Proven
15. Hidden
16. Methods
17. Don't
18. Mind-blowing
19. Formula
20. Explode

BONUSES

HOW TO FIND WINNING AD CREATIVE IN THE FIRST GO

My secret sauce, how I find winning Ads

👉 How to find a winner Facebook Ad on 1st Go? 😊

- ✓ 1. Open Facebook Ads Library (<https://www.facebook.com/ads/library/>)
- ✓ 2. Find your competitor's Ads or search your target keyword
- ✓ 3. Check the number of times they have used this ad (the more the merrier)
- ✓ 4. Try to make a similar Ad for your brand

✓ BONUS TIP

Check if they have been running any Ad for more than 6 months then it's a 100% winning Ad

Remember, even if your first ad doesn't perform as well as you hoped, don't be discouraged. Don't forget to use the AIDA Principle for a winning ad.

- 👉 A- Attention
- 👉 I- Interest
- 👉 D- Desire
- 👉 A- Action

Make your offer so enticing that your customers can't resist buying your products

Use the data and feedback you gather to refine your approach and keep iterating until you find a winning formula.

A TO Z CHEATSHEET TO CONSISTENTLY GET 4+ ROAS

How to consistently get 4+ ROAS

Run Dynamic Retargeting Ads and don't touch it unless you're not getting 5+ ROAS

Secret to getting 4+ ROAS in all your campaigns

Who doesn't want huge ROAS ?

Everyone, obviously 😊

Here's how I scaled my client's ROAS

- ✓ Find new winner Ads by testing new Ads every other day at \$10-20
- ✓ Once you start getting good ROAS scale these Ad Sets and duplicate them into an ASC scaling campaign
- ✓ Repeat the cycle of testing new Image and Video Ads every other day

FOR GOOGLE ADS

- ✓ Run Pmax Campaign and add image and video creatives so Pmax can retarget the users automatically
- ✓ Don't forget to run a Brand Campaign by including your brand keywords in search Ads

If you're running Google Ads for Indian Clients

- ✓ Do run Youtube Remarketing Ads (they work like f**king charms for my Indian clients)

LAST BUT NOT THE LEAST

- ✓ Give your best to improve your product landing pages this will increase your conversion rate thus more profit

Each chapter in this ebook is solution-focused, providing actionable steps, real-world examples, and practical strategies to guide e-commerce entrepreneurs in scaling their businesses from INR 5-10 Lakhs to INR 1 Crore a month.

These concise strategies how I generated over \$20 MILLION for my clients. This is just the tip of the iceberg because it's DIY- Do it yourself model but if you wanna opt for DFY- Done for your model, please book a call with me or my team so we can scale your brand to the MOON.

JOIN OUR FREE COMMUNITY HERE-

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