












adschallenge

LEARN HOW TO CREATE
FACEBOOK ADS
THAT TRANSFORM STRANGERS
INTO RAVING CLIENTS

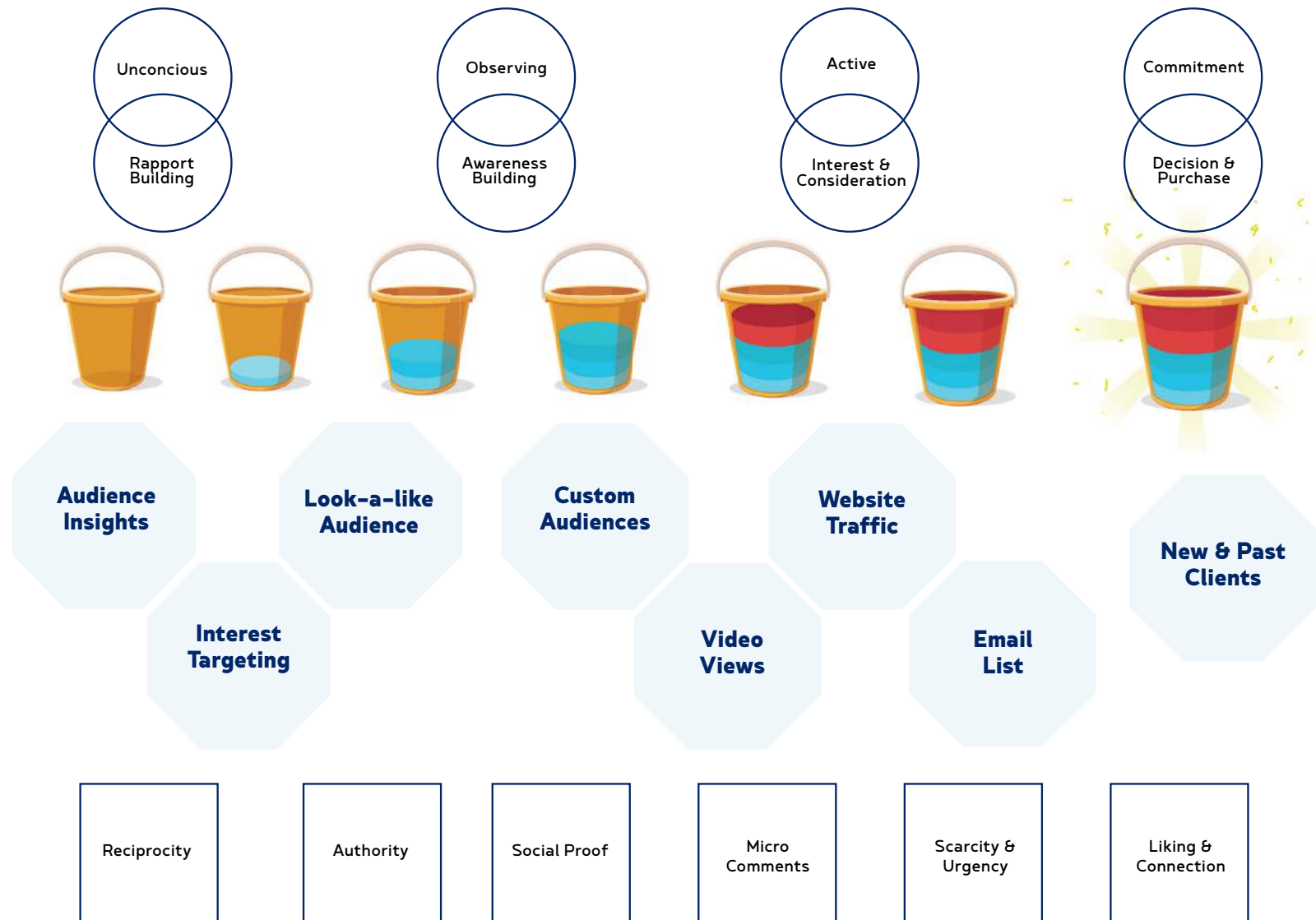


ADS CHALLENGE MARKETER'S MAP

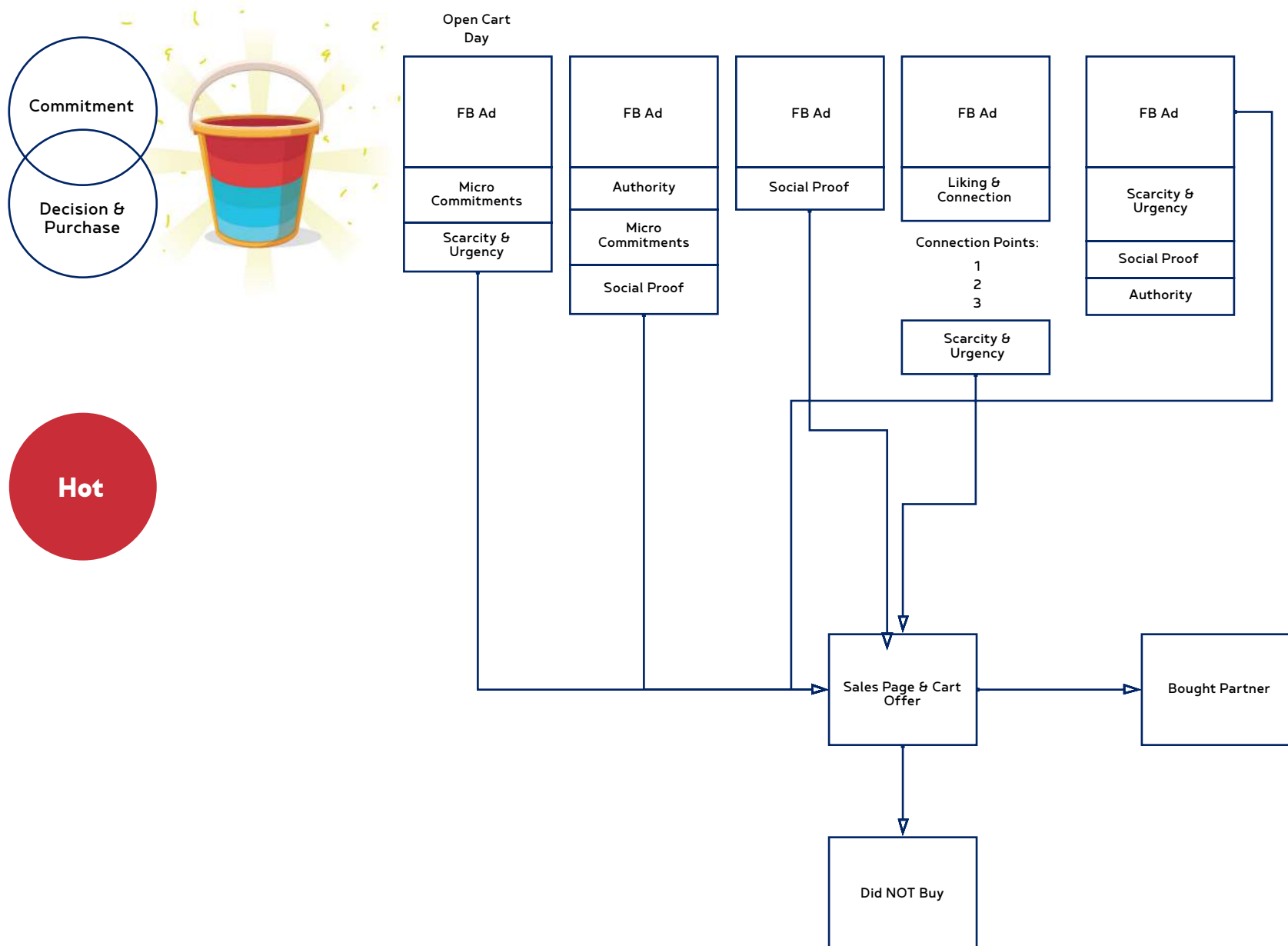


Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Adaptive FB Ads System™



ADS CHALLENGE MARKETER'S MAP



Pre-Launch

30+ Days - ???

Create Anticipation

Seeding / Embedding / Pre-Farming

Examples:

PLF - Product Launch
Formulal
Challenge Launch
FB Groups
Giveaways
Summits
Webinars
Trainings
FB Lives

Active

Interest &
Consideration

Warm

Reciprocity

Authority

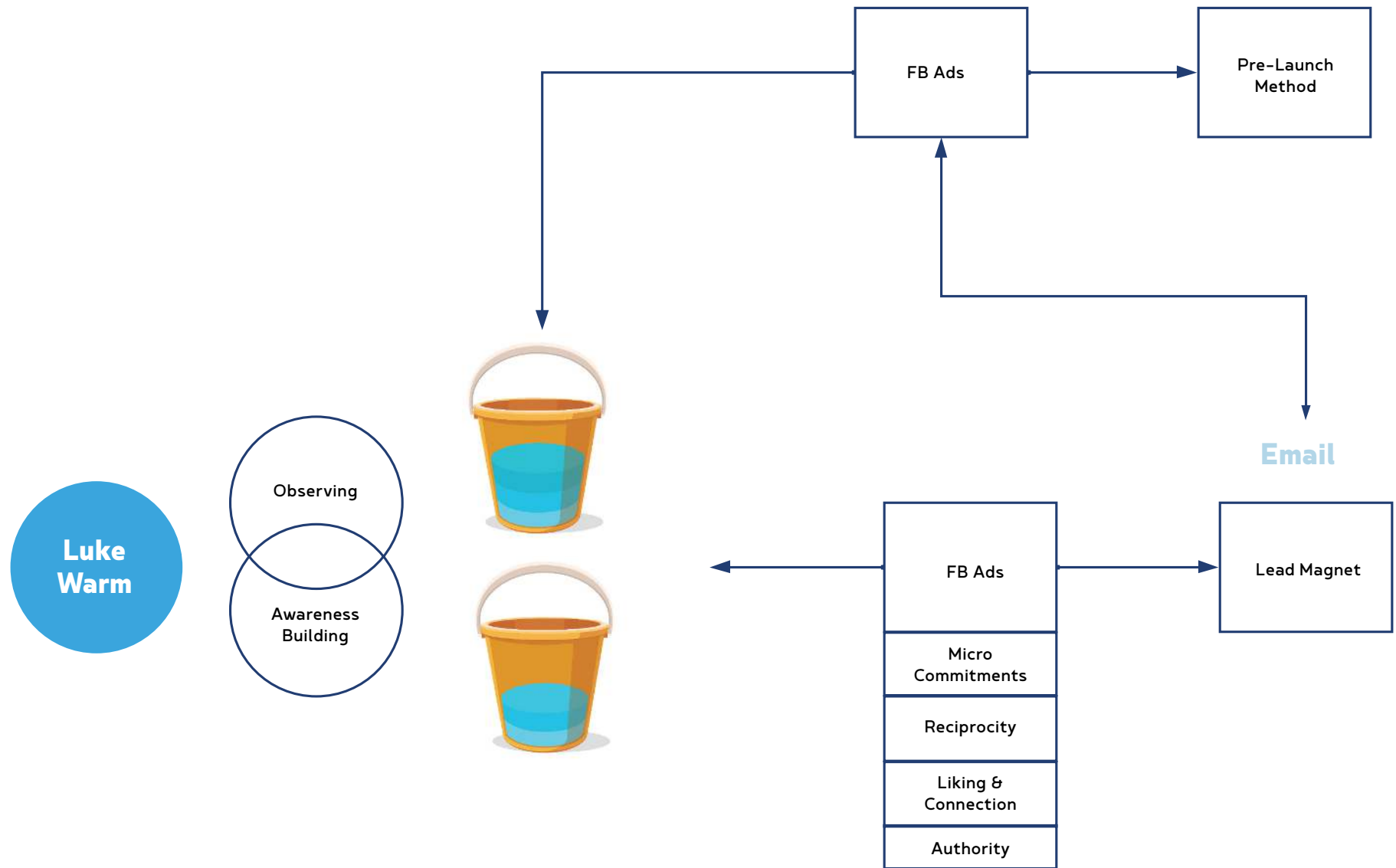
Social Proof

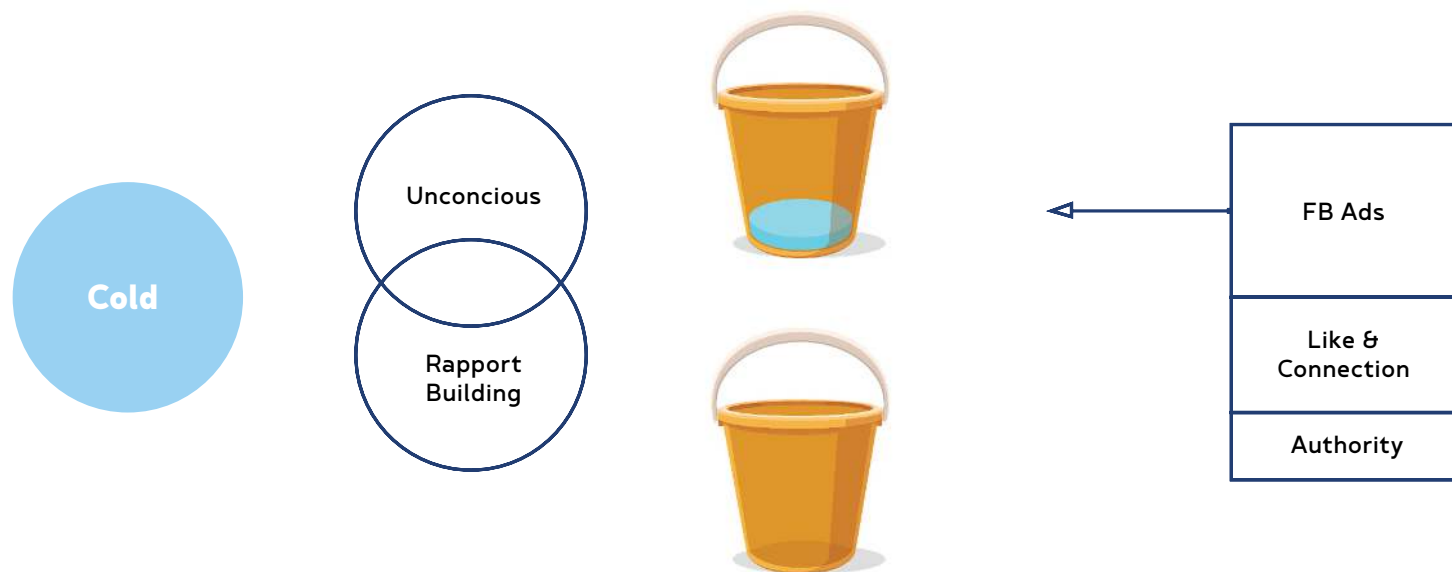
Micro
Commitments

Scarcity &
Urgency

Liking &
Connection

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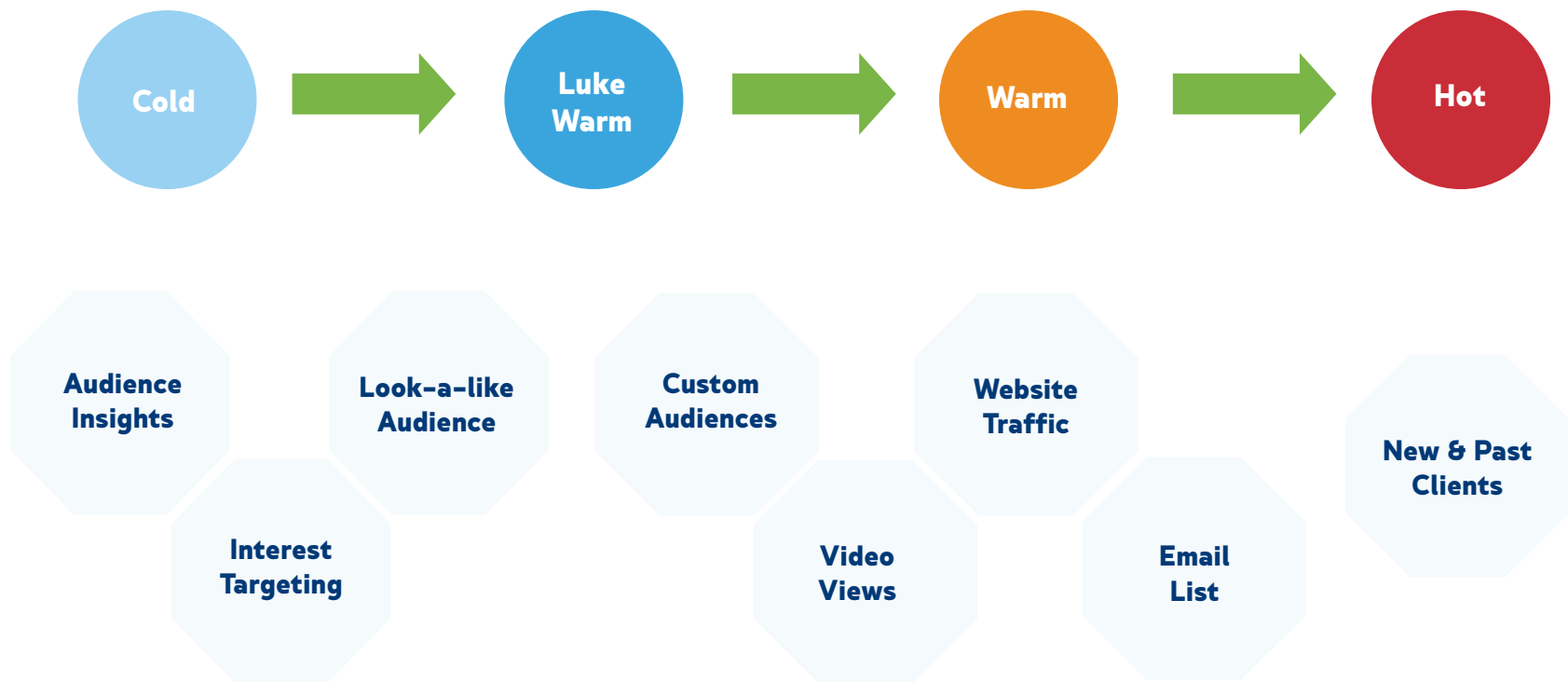




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PLAN OUT YOUR OWN MARKETER'S MAP FLOW: