



FAME

FACEBOOK ADS MADE EASY

with

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Welcome to the Facebook Ads Made Easy Workshop

Where you will learn to create a Business On Autopilot with Facebook Ads

In this Workshop You Will Learn...

- How to get into the head of your ideal client and become a problem-solving superstar.
- How to create your irresistible offer with a message that connects and converts.
- How to reverse engineer Facebook to find your target audience.
- Why you want to have automation in your business.
- The key to Facebook Ad budgeting, testing, and scaling.

"Marketing is important because it allows you to share your products and services with a niche audience strategically. It helps you tell, show, and PROVE to people how terrific your business is and how you can help them. Without marketing, your business doesn't have a voice."

_____ % of all social media users are on Facebook everyday

_____ % of all US adults use Facebook everyday

US adults spend an average of _____ minutes on Facebook daily

Buying decisions are _____ logic and _____ emotions. Sell the experience not the "thing".

The goal of your Facebook Ad is to provide a _____ to your ideal clients _____.

People buy when your offer is greater than their _____ and _____.

A successful Facebook Ad Is...

1. _____
2. _____
3. _____
4. _____

Notes

Resources: <https://answerthepublic.com> <https://www.quora.com/>
<https://searchresponse.io/people-also-ask> <https://www.amazon.com>

My Jack/Diane is _____

The Problem Jack/Diane has is _____

The Solution I provide is _____

The Transformation Jack/Diane will get is _____

Notes

Your message needs to include the 3 C's:

C _____

C _____

C _____

Six Components Of An Irresistible Offer



Notes



The Influencers In My Niche Are: _____

Resource: [FacebookAdLibrary](#)

Notes

Baseline Budgeting Protocol:

Facebook Ad Testing Protocol		
Round 1		
Copy – Short	Image 1	Headline 1
Copy – Medium	Image 1	Headline 1
Copy – Long	Image 1	Headline 1
Round 2		
Winning Copy	Image 1	Headline 1
	Image 2	Headline 1
	Image 3	Headline 1
Round 3		
Winning Copy	Winning Image	Headline 1
		Headline 2
		Headline 3
Scaling		
Winning Copy	Winning Image	Winning Headline

Run each Round to a Reach of 1000 before picking a winner

At each round of testing, your goal is an opt-in of $\geq 30\%$

Opt-in Calculation: $\# \text{ of Results} \div \# \text{ of Clicks}$

Notes

Here are the industry standard metrics for ad Facebook Ad performance:

WHERE IS YOUR GAP

Benchmark	Industry Standard	Excellent	Your Numbers
CPM	\$40 or less	<40	
CTR (Click Through Rate)	1%	2%	
Sales Page Conversion Rate	1-3%	3-10%	
Email Open Rates	18%	20%+	
Overall Funnel Sales Rate	1-3%	4-5%	
Cold Call to Sales Rate	10-20%	20-30%	
Cost/Conversion for Phase I	\$5-10	\$1-5	
Cost/Conversion for Phase II	\$5-12	\$2-5	
Cost/Booked Call	\$250 or less	\$150 or less	
Landing Page Conversion Rate	30%	30-50%+	
Sales Call Conversion Rate	10%	20%+	

Phase 1 = cold traffic to lead magnet option

Phase 2 = retargeting to opt in or purchase.

The 3 things you need to build a 4, 5, or 6-Figure business are...

1. _____
2. _____
3. _____

CECELIA MORRIS

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Cecelia is the President and CEO of Taking Charge, Inc., the founder of Business On Autopilot; and the Digital Media Marketing Manager for Thriving Women's Network, Inc.

She's known as "The Digital Marketing Maven" and has over 23,000 followers on Facebook, Instagram, YouTube, and LinkedIn, with over 200 online training videos and articles. Along with owning her own Chrome extension software and mobile app.

Since leaving her 25-year engineering career and corporate America in 2018 she now teaches business owners how to build their brand and business online using digital marketing strategies.

Her mission is to help you create the success you desire by being your guide, coach, mentor, and friend. Ultimately, she wants to help you to Take Charge of your own life and business like she does for herself and her clients.

She resides just outside of Dayton, OH but Indianapolis, IN will always be where she calls home.



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