

3 SIMPLE WAYS TO ATTRACT MORE VISITORS AND GUESTS WITH FACEBOOK & INSTAGRAM ADS

You're in the right place if you're curious about how ads can help:

- Introduce your business to potential visitors that have never heard of you before (cold audience)
- Reach out to past visitors to invite them in for a new experience during shoulder- or off-peak seasons.
- Nurture your relationships with your past visitors/and potential new visitors so that you're on their mind when they're planning their next getaway
- Build a relationship with people that have never visited your business in person but have shown interest by visiting your website or FB/IG profiles

What can't be done:

- Work miracles
- MAKE people buy/visit/make reservations right away
- Always find the “perfect” people to target
- Fix holes in your overall marketing strategy
- Save your business

WHAT DO YOU NEED TO GET STARTED?

#1 FACEBOOK AD ACCOUNT

#2 THE FACEBOOK PIXEL INSTALLED ON
YOUR WEBSITE

#3 SETUP TRACKING

#4 EMAIL MARKETING SERVICE PROVIDER

#5 A PLAN

A photograph of a person with a backpack walking away on a dirt path through a forest of tall, slender trees. The path is bordered by a wooden fence. The text 'WHAT EXACTLY IS A FUNNEL?' is overlaid in large white letters on the left side of the image.

WHAT EXACTLY IS A FUNNEL?

Simply, it's a pathway you want a potential guest or customer to follow.

Building your relationship along the way.

REMEMBER:
To a cold audience (*people who don't know you*) this is where your customer service experience begins!

IT DOESN'T
HAVE TO BE
COMPLICATED

PATHWAY 1

Offer/Lead Magnet

CAMPAIGN NAME:

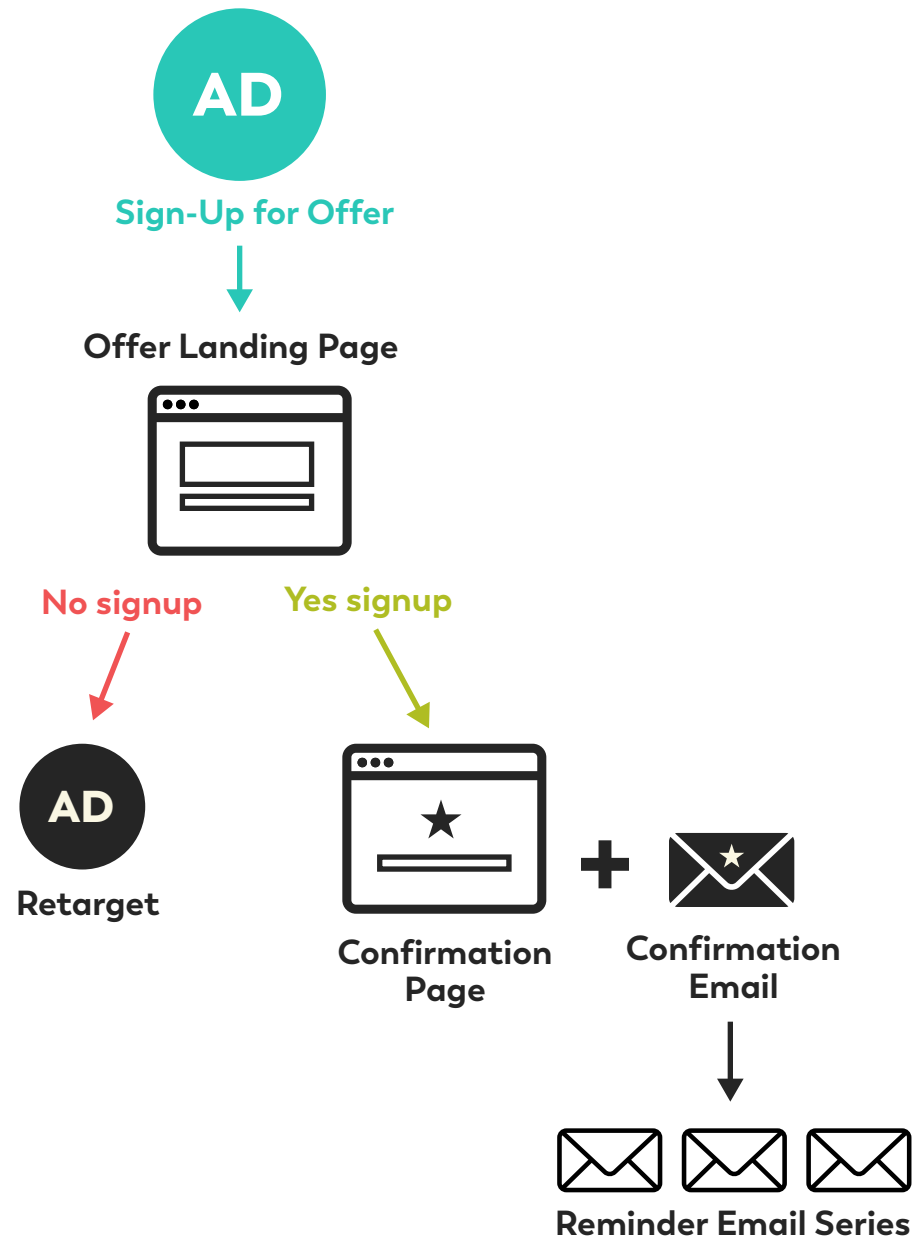
GOAL:

LENGTH OF CAMPAIGN:

RESULTS/WHAT DID YOU LEARN:

Results Tips:

- 20% or higher sign ups on the offer page, if not you'll want to troubleshoot the audience, ad, or offer page.
- 10-20% who signup for the offer will actually redeem it



PATHWAY 2

Content Awareness

CAMPAIGN NAME:

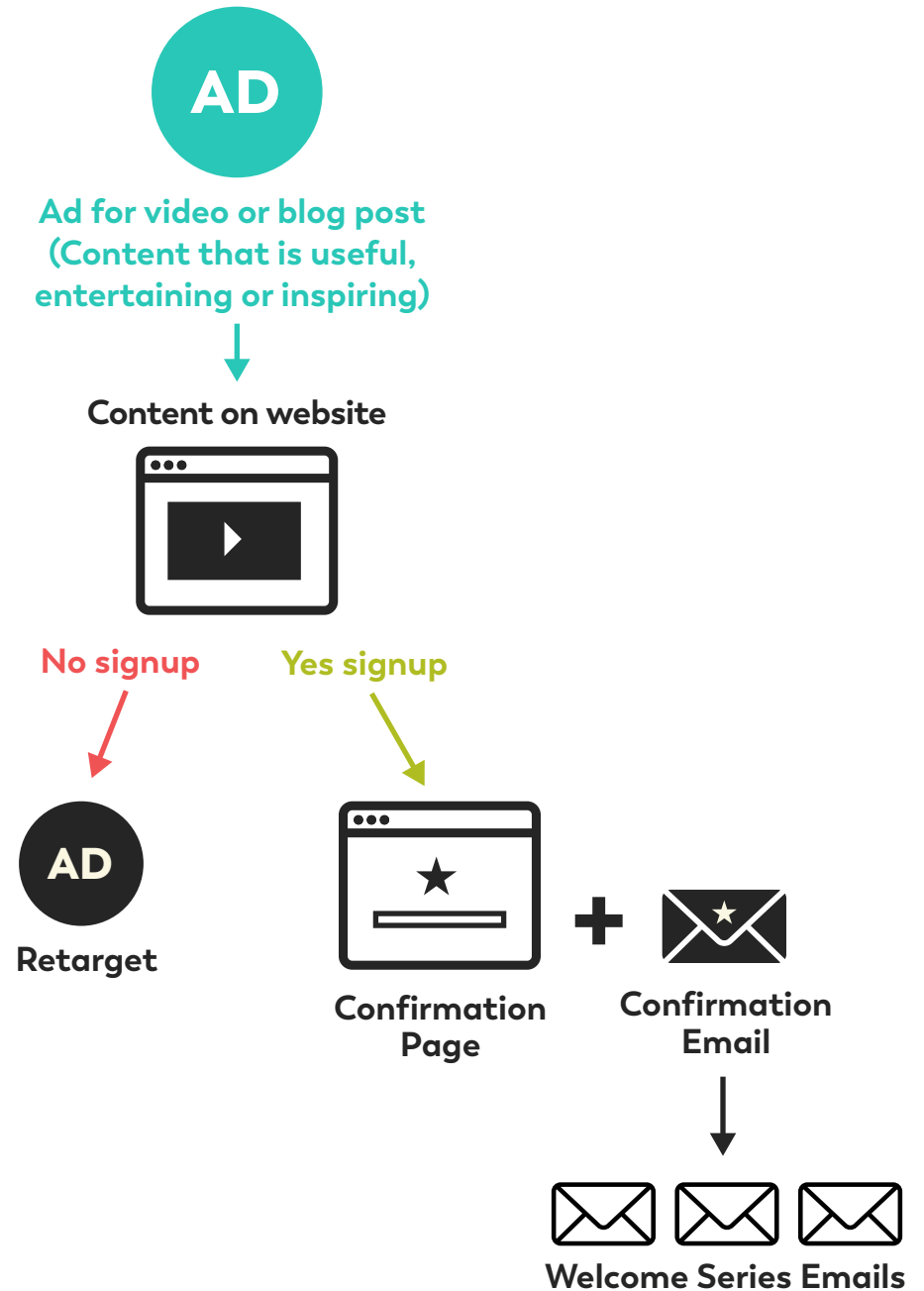
GOAL:

LENGTH OF CAMPAIGN:

RESULTS/WHAT DID YOU LEARN:

Result tips:

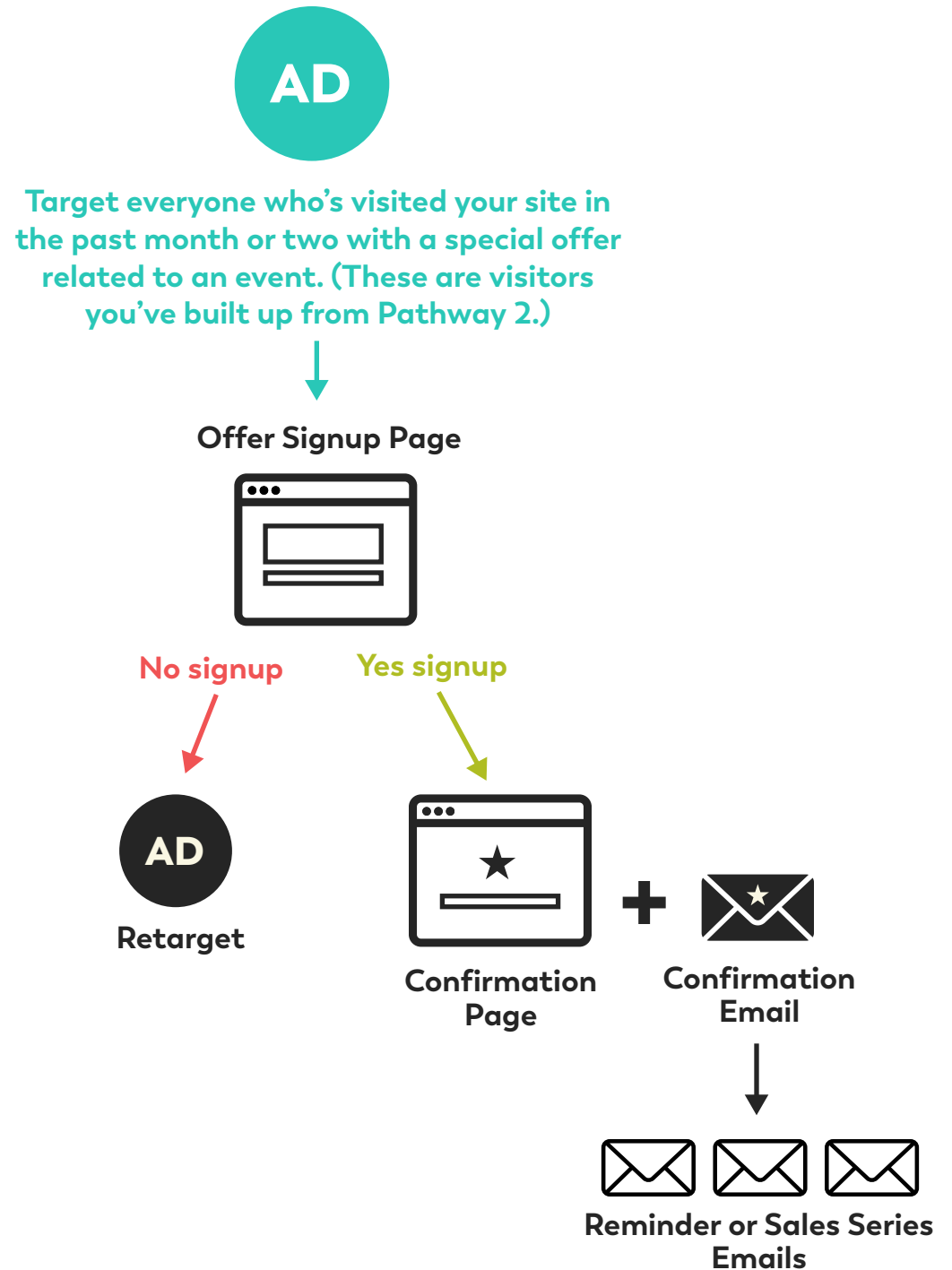
- If your CPC is higher than \$1.00 then check out your CTR number.
- If your CTR is lower than 1%, either your ad creative isn't compelling enough, or you're targeting the wrong audience.



PATHWAY 3

Special Event

This is a combo of doing Pathway #2 for 1-2 months ahead of time before starting down Pathway #1. The difference is that when you are going down Pathway #1 you are only targeting everyone who has visited your site in the past month or two.



THANK YOU!

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Want to deep dive into how Facebook/Instagram ads can work for your business?

[CLICK HERE](#) to schedule a FREE 30-minute consult call.