



# PORTFOLIO

# KEY POINTS

01 Audiences and Targeting

02 Data Integrity & Optimization

03 Bidding, Budget, and Campaign Goals



04 Creative: Ads and Landing Pages

05 Tracking

06 Brand Safety



07 Optimization Calendar

## Advertising goal


### Email signups for healthy fats ebook.

Over 2,400 new email subscribers



Average cost per subscriber: \$0.79

 **Susan Nagl Health Coaching** Sponsored ·  ...

I've personally traveled the health continuum from active, enthusiastic, three-sport high school athlete to adult with serious health issues... and back again.  
Unfortunately (or maybe fortunately) I was smacked... [More](#)



skinnyjeanshealthcoaching.lpag...  
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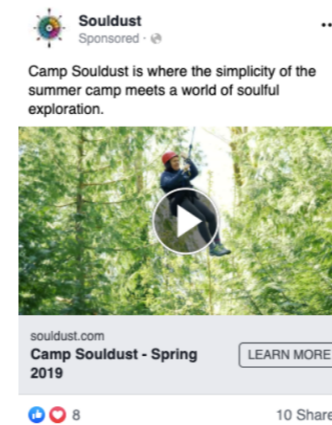
  Linda Blondeau and 176 others  
101 Comments 90 Shares

- Proper targeting
- Retargeting
- Landing page optimization
- Events and tracking setup

## Advertising goal

**This is a funnel of 3 Facebook ads that I created for this client.**

We spent just over \$1,000 on the 3 ads below and made back nearly \$7000 in camp registrations!

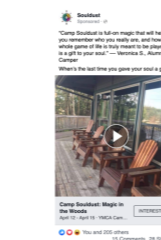


## Video ad

**Over 17,000 people watched this video for 3 seconds or more. Then, I retargeted them with an ad for the Facebook event.**

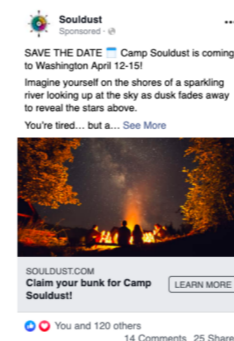
## Facebook Pixel

**I setup the Facebook pixel that tracked my audience behaviour through which I retarget then who watched 3 or more second video.**



## Facebook Sales

**For this ad, I retargeted people who watched the 10+ seconds of the first video and who clicked that they were interested in the event ad. It led to the sales page where people could sign up.**



Advertising goal

Online course sales:

Audience

**Audience:** retargeting sales page visitors, email list and Facebook page engagement

Amount Spent

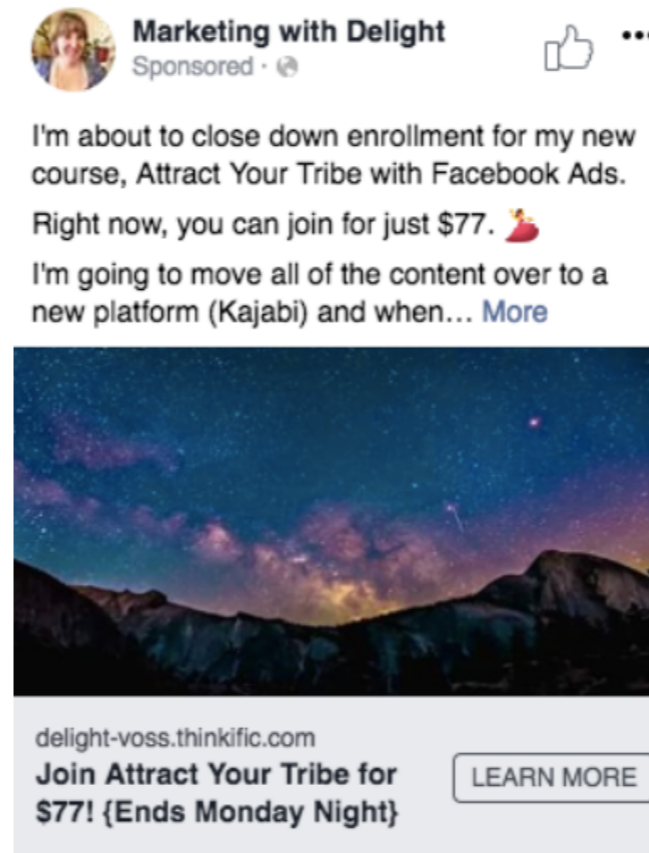
**Amount spent:** \$37

Amount Earned

**Amount Earned:** \$693

ROAS

**Return on ad spend:** 1872%



Marketing with Delight  
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I'm about to close down enrollment for my new course, Attract Your Tribe with Facebook Ads. Right now, you can join for just \$77. 🎉

I'm going to move all of the content over to a new platform (Kajabi) and when... [More](#)

delight-voss.thinkific.com  
**Join Attract Your Tribe for \$77! {Ends Monday Night}** [LEARN MORE](#)

## Advertising goal

Online course sales:

### Audience

**Audience:** retargeting email list, Facebook followers and shop visitors

### Amount Spent

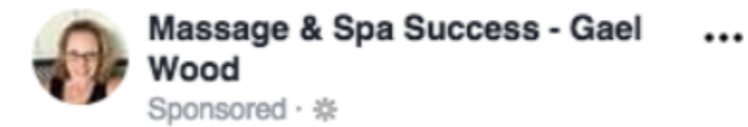
**Amount spent:** \$281.56

### Amount Earned

**Amount Earned:** \$1811.15

### ROAS

**Return on ad spend:** 643%



The Massage and Spa Success annual SUMMER SALE is on! 🕶️  
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