



The GROWTH Method (Paid Online Advertising Done Right)

G - Generate your seed “unique magnetic marketing message”

Creating your unique magnetic marketing message is about harnessing your ability to be able to take your prospect on a path from A to B using emotional clarity. Moving your prospect by creating a marketing message that evokes emotion (eg. pain to pleasure). The urgency must exist to target their current pain, not their future pain, the urgency to solve that pain and take them on the path to pleasure. You must work out how to engage to create an informed buyer by answering some of these questions:

1. What makes you the perfect choice for them?
2. What is unique about your company?
3. What pain can you solve for your target market and why?
4. What is the urgency to have this product/service?
5. How can I take them from A to B (Pain to Pleasure)?

R - Research - your “perfect target market”

It is incredibly important that you complete in depth research and development about your market, your competition and your current clientele. You need to ask yourself some questions:

1. What does my target market “physically” look like?
2. What problem can I solve for them?
3. What do they need?
4. What do they want?
5. Who are your competitors?
6. What are they offering?
7. What do their ads say about their unique message?
8. What are my current clients looking for?
9. How did they find me?
10. What are they buying from me?
11. How can I serve them at a higher level?



O - Offer - Create your “No Brainer Offer”

You must create an irresistible offer to your target market. This can be in the form of a high ticket offer (eg. buy one get one free) just as a simple example. Whatever you believe your company can offer that is irresistible and takes your customer to the next step which is to click on your ad, leave their details or go right through to your website/page to purchase from you.

W - Watch - as your Ad Creatives come to life through “Concept Testing”

Once you have your unique marketing message, have done your research and development phase and have your “no brainer offer”, its time to start working on delivery of your ad online. This is where your ad gets launched in your platform using creatives such as engaging imagery, videos etc that all have a “call to action”, depending on the objective of the ad you are creating. The platforms you should use first when creating your ads is Facebook/Instagram before you move onto Google/YouTube ads.

T - Tend - Continued Optimisation of the Operating Systems

Daily tracking of your ad metrics is vital to knowing whether your ad is performing how you would like it to. Certain metrics will tell you if people are clicking on your ad, whether they are scrolling and stopping to engage, whether they are clicking through to the offer and submitting their details etc. If you see your CTR ALL rate is low, its possible that your ad creatives are not working so it may be time to change that or test it against another ad.

Some important metrics to measure:

(CPC) - Cost per click - (Ad Spend / No of clicks) (Standard is \$3 - \$5)

(CPL) - Cost per lead - (Ad Spend / No of leads)

(CTR) - Click through rate - (3% - 3 people out of 100 stopped & clicked)

(CTR ALL) - People who stopped & looked at it

H - Healthy - Sustaining & Scaling your business to optimum GROWTH

This is the sweet place to be, its all about getting your campaign to pay for itself. Eg. put \$1000 in and get \$1000 back. Its when you reach this stage of your campaign that you are breaking even and you can scale by creating dynamic ads etc.

Please contact us today if you have any questions or would like to discuss us helping you plug this into your business 📧 www.wellnessmarketing.com.au