

Paid Ads Playbook: How To Attract High-Paying Clients Through Paid Ads



By the end of this training...

- Why and Where To Run Paid Ads
- Our Paid Ads Strategy for Mobile Massage
- How Much To Spend and How Long To Run
- How to Design Successful Ad Creatives
- How to Write Effective Ad Copy
- Full Set-Up Guide
- What To Track and How To Test

Section 1: Why Even Bother?

Paid ads are by far the fastest and most scalable way of getting new clients for any business.

They can be especially effective for mobile massage since you are generally operating in your local area.

Therefore, the money you spend on ads is spread over a smaller area making your marketing efforts more concentrated and effective.

If you want to grow - you **MUST** run ads.

Section 1: Where Do I Run Ads?

The ads we are talking about are not TV commercials nor are they huge billboard advertisements.

In today's age, digital marketing has taken over and running ads on popular social media platforms like Instagram and Facebook is your best bet.

Running ads on these platforms, simply put, is a faster way for getting clients than organic posts that we went over in the Social Media Mastery guide.

Section 2: Is There A Specific Framework?

We've analyzed hundreds of mobile massage ads on Facebook and Instagram and were able to identify a general pattern in the best performing ones.

They were all advertising SPECIAL DEALS.

We will go over how to craft your special deals in the Pricing Strategies guide; however, to give you a general idea, you are advertising your a specific service or combination of services at a discounted rate for a limited time, creating urgency - forcing people to book.

Section 2: Ad Spend Breakdown

How much you spend on paid ads really depends.

Generally, it is advisable to spend at least \$10-\$15 per day on your ads on Instagram and Facebook to give these platforms enough fuel to push out your services.

You should generally aim to run for at least 2 weeks for your first batch of ads to test how they perform. Shorter than that and you won't give Meta enough time to deliver good results.

Don't be overwhelmed by those numbers because it is very likely that you are going to make all the money you spend back and 5x more if you have a good deal and the right ads.

Section 3: Creating KILLER Ad Creatives

Designing ads is not complicated and you don't need to have a graphic design degree to make one.

We use Canva to design all of our ad creatives and so should you - it is free, easy to use, and WORKS.

After analyzing the most successful ad creatives, we managed to create a general framework you can follow when designing your ad creatives.

Section 3: THE Ad Creative Structure

A simple yet effective ad creative that features a high-quality image of a massage instantly catching the attention of the viewers. A short, catchy phrase in the background - find your calm and a discounted offer for a 1-hour sessions. It's as easy and simple as that - don't overthink it. This is the structure that we have come across and seen bring incredible results time and time again.



Section 4: Writing Words That Sell

Designing an effective ad creatives is just one part of a top performing ad. Every well-rounded ad has strategic ad copy written to make the prospect take the next step.

We were not surprised that when we took a look at the best performing ads that they all followed ONE general structure that is based of timeless principles and play on the psychology of every human.

Here is the exact structure we are talking about...

Hook

A Headline that clearly conveys the result that the client will get.



Offer

Present a compelling limited-time deal to make the reader intrigued and feel the urgency to act NOW.



Description of Service

Describe in short exactly what is included in the service focusing on its benefits.



Call To Action

Prompt the viewer to take immediate action by booking their session.

Section 4: Example Ad Copy

Experience ultimate relaxation and melt away stress with our exclusive "Summer Serenity Escape"! For a limited time, book now and enjoy 20% off on our Swedish Massage with Hot Stones package—hurry, this deal ends on July 1st!

Indulge in a 60-minute Swedish massage enhanced with soothing hot stones, all in the comfort of your own home. Our expert therapists will relieve your muscle tension, improve circulation, and leave you feeling rejuvenated and refreshed.

Don't miss out! Click on "Book" to schedule your session now and treat yourself to the luxury of a professional mobile massage.

Section 4: How Do I Even Set All Of This Up?

It would take us hours to explain exactly how to set up an ad campaign on Instagram and Facebook, especially since Meta constantly changes the interface.

Here is the most up to date beginner's guide you can watch and follow to set up your first ad campaign and implement all of the strategies we went over.

<https://www.youtube.com/watch?v=rWhmrxFtaA>

“Facebook Ads Tutorial - 2024 FREE COURSE for Beginners”

Section 4: How Do I Know If It's Working?

In order to make sure you clearly understand if the ads you are running are performing or not you need to track the metrics that matter.

For any business running ads, the main metric that really matters is the actual number of results, in your case - number of appointments.

How effective your ad campaigns are solely comes down to this one metric. Not the number of likes, shares, comments you get.

None of that BS matters.

Section 4: How Do I Make It Better?

Running better performing ad campaigns comes down to pure testing.

Of course by following the structure we outline in the previous slides you can expect to get solid results, but what ultimately works best is different in every area.

So, don't be afraid to test new deals, creatives, or copy - at least once you feel confident in doing so.

Becoming a good advertiser takes time and dedication; like any other skill - advertising is also a skill.

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