Sell More On Your Online Store

Mini Course - Lesson 3

eCommerce Facebook Ads That Work

A Note From Us

Once your website is traffic ready and you have a great content schedule in place, it's time to start sending traffic to your site.

Now you've seen how effective a full eCommerce Facebook ad funnel can be in driving quality, targeted traffic to your site we want you to put one together for yourself.

Use this document to plan out your ads and remember to guide your customers through every step of the buying process.

We're cheering for you,

Megan & Karyn

Unstoppable™ eCommerce

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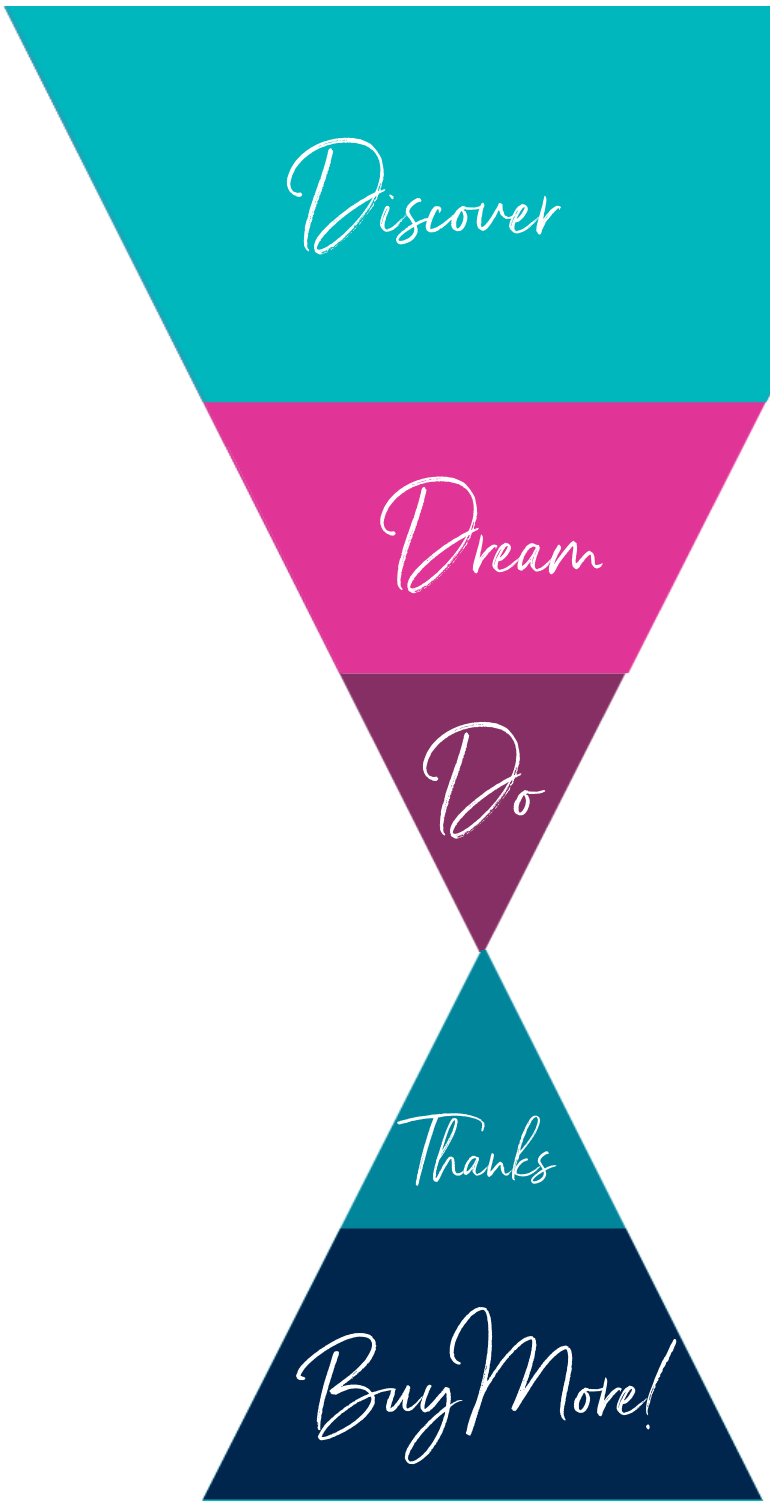
Funnel Recap



Top of Funnel

Middle of Funnel

Bottom of Funnel

Thank You

Cross-sell / Up-sell
Buy again

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Targeting Options

You can target based on:

- Location
- Age
- Gender
- Language
- Demographics
- Interests
- Behaviours
- Connections

Demographics

- Education
- Financial
- Generation
- Home
- Life Events
- Parents
- Relationship
- Work

Interests

- Business and industry
- Entertainment
- Family and relationships
- Fitness and wellness
- Food and drink
- Hobbies and activities
- Shopping and fashion
- Sports and outdoors
- Technology

Behaviours

- Anniversary
- Automotive
- Digital activies
- Expats
- Financial
- Job role
- Mobile Device User
- Purchase behaviour
- Travel

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Custom Audiences

Custom audience options available to you:

Your Sources:

- Website Traffic
- Customer file (emails or phone numbers)
- App activity
- Offline activity

Facebook Sources:

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page

Website Traffic

- People who have visited your website
- People who have visited specific pages on your website
- People who have visited specific pages but not others
- People who haven't visited in a certain amount of time
- People who spent the most amount of time on your site (top 5, 10 or 25%)

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Middle Of Funnel

What are some objections people may have to your products?

- ☐ Garment fit
- ☐ Quality
- ☐ Size
- ☐ Lead time
- ☐ Material
- ☐ Price
- ☐ Shipping costs
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____

How can you overcome these objections in your ads?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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Ad Planner - Pre Purchase Ads

Write some notes on content you can use at each stage of the funnel. Use a mixture of images and videos.

Top of Funnel - Discover

Introduce your brand and product to a brand new audience. Showcase your unique selling proposition, what makes your product special and why they would want it. If your product soles a problem outline the problem then the solution.

Middle of Funnel - Dream

Overcome any objections outlined on the previous page or offer an incentive.

Bottom of Funnel - Do

Re-cap any free shipping, guarantees, payment options such as Afterpay and incorporate great reviews and testimonials. Give a clear call to action to shop.

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Ad Planner - Post Purchase Ads

Thank you

Thank your customers for their purchase - no sales pitch

Up-Sell / Cross-Sell

If you purchased [this] you may also like [that]

What products could you cross-sell?

Repeat Purchase

Is your product a consumable? Think about how long it takes to consume your product and when they may be ready to purchase again.

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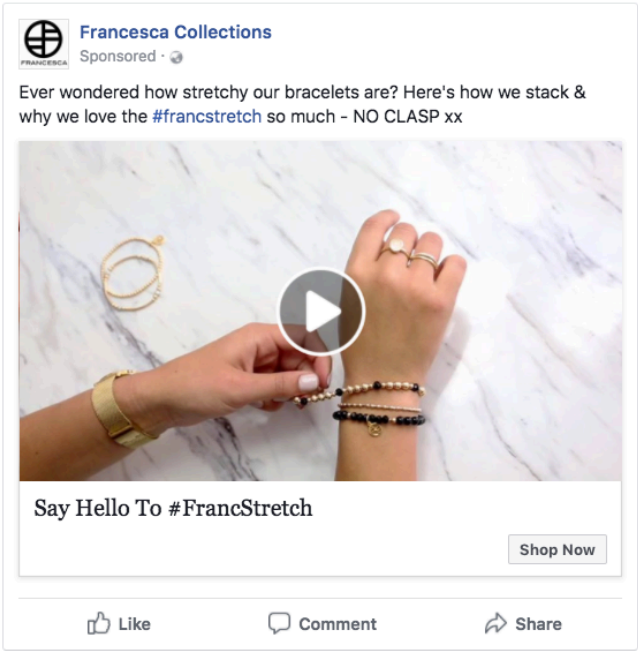
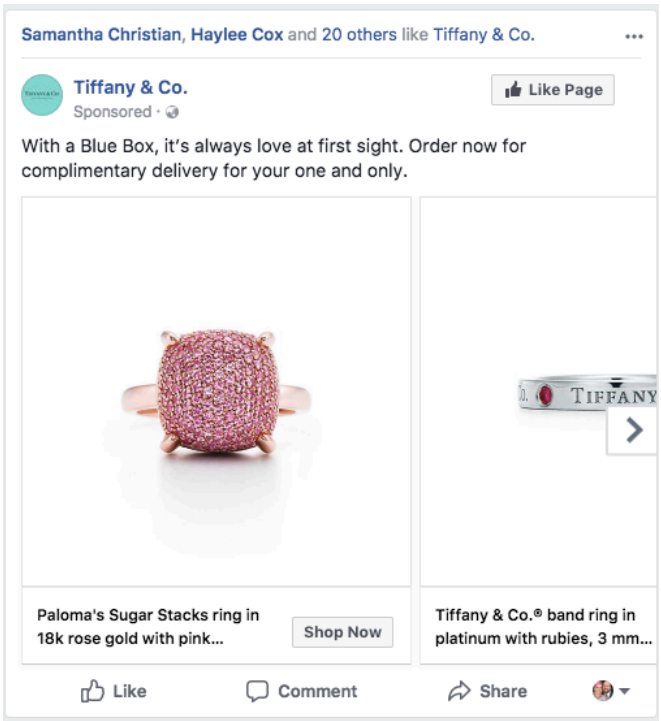
Ad Inspiration





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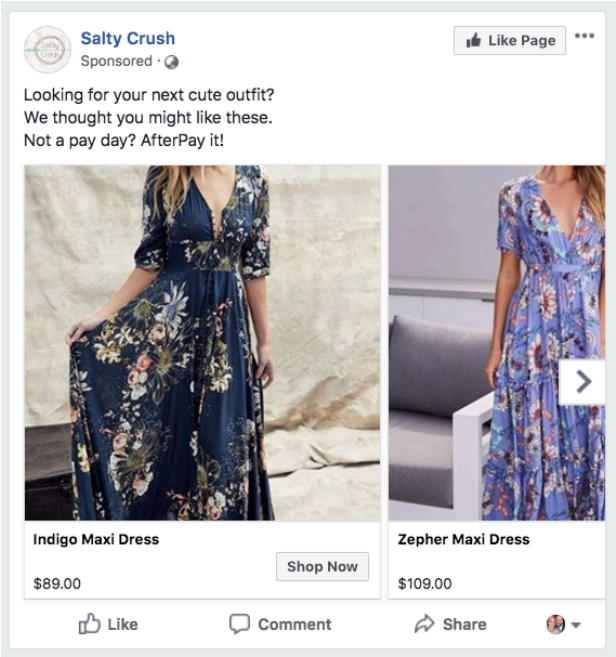

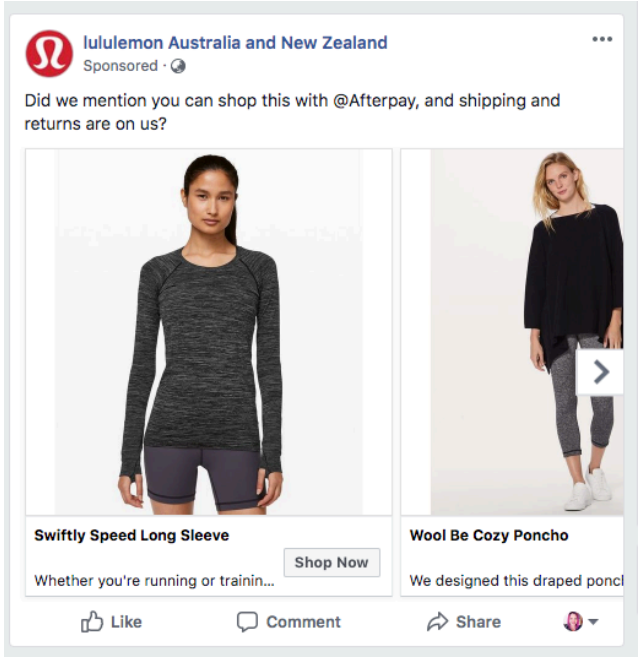

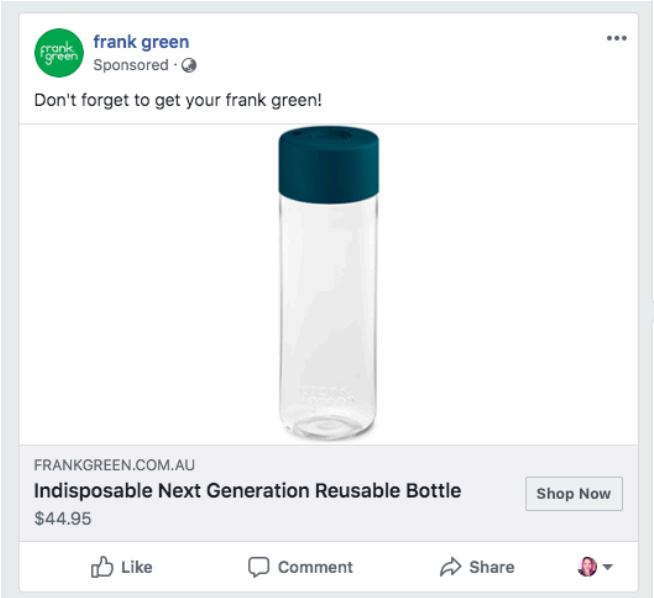

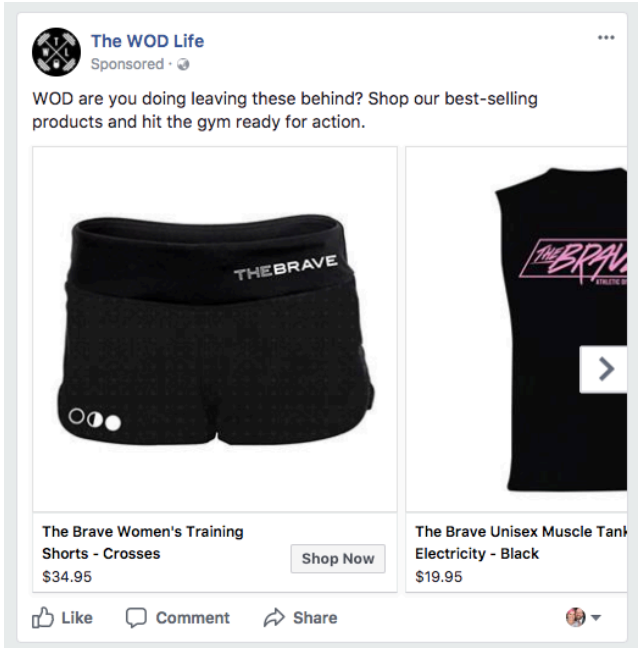

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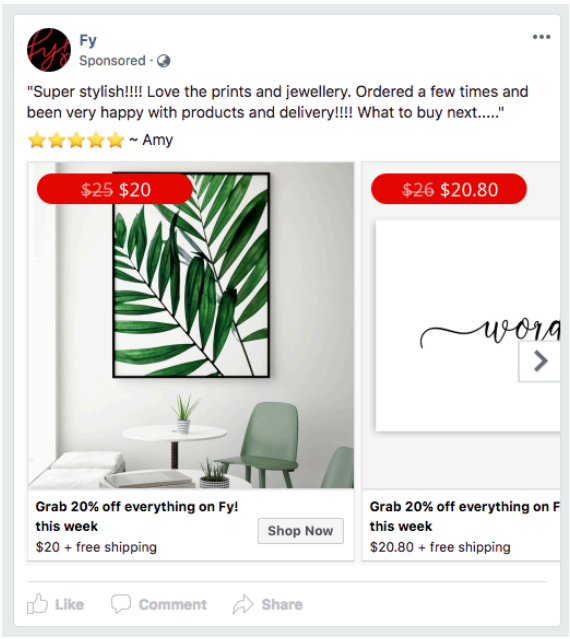

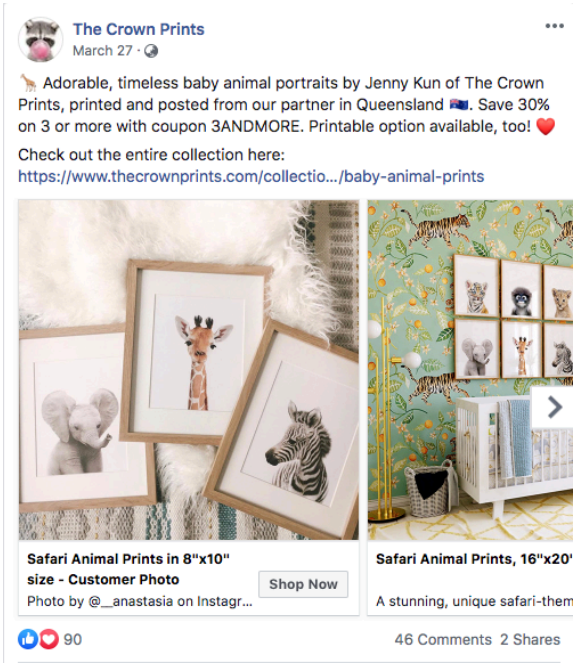

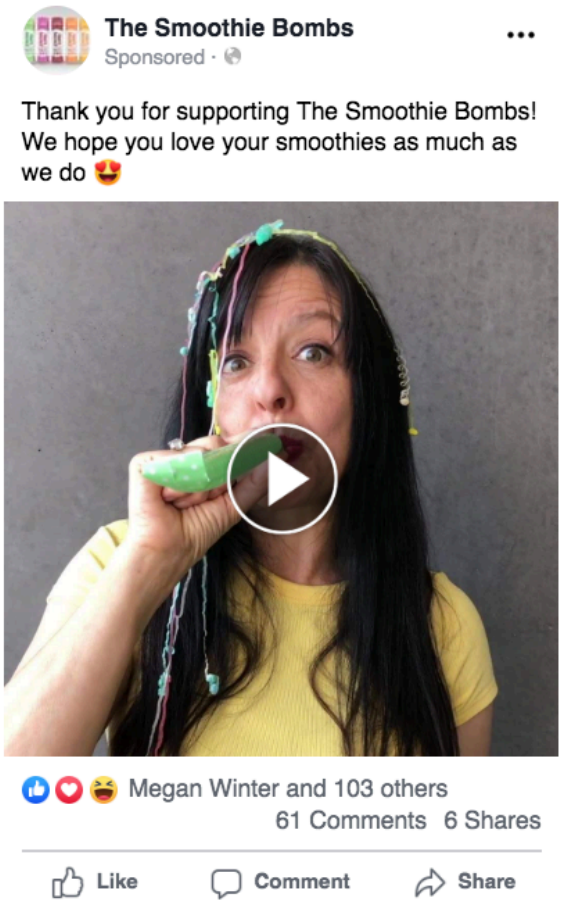

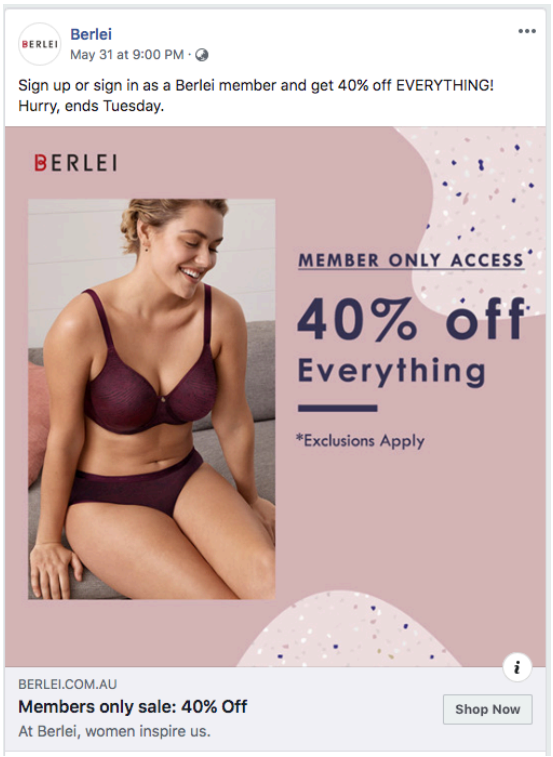

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Helpful Tools And Links

Ads Manager - Where you will create your ads from now on!

Jeff Minnibach - Custom branded images for Facebook ads from US$30

Canva - Free image editing tool

Unsplash - Free stock images

To-Slay List:

- ☐ Install your Facebook pixel if you haven't already
- ☐ Upload your email list as a custom audience
- ☐ Create your targeted audiences
- ☐ Record a thank you video
- ☐ Create images and videos for top of funnel ads
- ☐ Set up your Facebook ad funnel

Now What?

If you've watched all 3 lessons in our *Sell More On Your Online Store* mini-course you've armed yourself with 3 key steps towards growing your business. It's now time to put this into action.

Knowledge means nothing unless you apply it.

We want you to slay it online so you can achieve amazing success and impact the world.

If you would like to take your learning even further and have us support you through the implementation process you may be interested in our 10 week hands on mentorship program, eComm Ignitor.

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Are You Ready?

By working with online store owners we have found that success really is just

8 keys away.

In our program, eCommerce Ignitor, we help you turn each of these keys, start selling more AND stop leaving money on the table.

We have worked with online store owners who were struggling to know what to focus on and weren't getting the results they knew were possible.

After doing the program they have clarity, confidence and most importantly results.

The eCommerce Ignitor program is a 10 week hands-on, intimate intensive program where we deep dive into your store and work through the key success areas to help you slay with confidence.

We are ready to work with you to help you SLAY.

We believe in being available to you as much as possible and to answer every question you have along the way. We are here to hold your hand so you don't need to question if you're on the right track for one more day.

We're so excited to see the impact you will have on the world once your online store is working hard for you - not the other way around.

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After just a few weeks in the program Rylee wrote:

"I wanted to share a big WIN that i feel is a direct result of this program. I ran a targeted campaign for my business for 3 days and invested $69. The return on that 3 day ad is now sitting at $5100."

And Pat wrote:

"HOLY OPRAH...Just checked my emails and guess what I found...my first wholesale order!! Someone f rom the trade show (you know...that disastrous one I was crying about). Her first order is $1800, taking one of almost every piece from the collection. The sense of validation I feel right now is overwhelming. Just wanted to share this now as you have kept me going when I was unsure if there was light at the end of the tunnel. Thank you!"

You may be thinking that you will wait until you are a little further down the path of your eCommerce journey, but we just want to share what a client shared in week two of the program:

"What I need is a time machine. What others need is to find you at the start of their ecomm journey. I've been adding up how much I've wasted on other people/services who didn't have the expertise I needed."

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Just Imagine...

Imagine what it will be like when you are confident that you are implementing a strategy that works.

You can take control of your online store and run it like the boss that you are.

You can sponsor that charity that you've always cared so deeply about.

You can take your family on that overseas holiday.

You can give up your day job and fire your boss!

We know you're ready to take action and get to that freedom as quickly as possible -- you wouldn't be reading this if you weren't!

We are here to support you in this journey and share our knowledge, experience and real world examples with you.

Ready? Now is the time to take action!

Take Action

Visit https://unstoppableecomm.com/ecomm-ignitor to find out more, and apply to see if this program is right for you.

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Not Ready?

Not sure if the program is right for you just yet?

No worries, join our free tribe for Unstoppable eCommerce entrepreneurs now.

In this community we do live trainings, connect with other amazing eComm superstars, and provide tons of free content on how to get your store off the ground. We invite you to join our free Facebook Group today.

Why Members Love The Group

And, if you're ready to dive right in and get started on your pathway to a successful online store, send us an email at slay@unstoppableecomm.com and we can go from there!

We're in your corner and are here to support you every step of your ecommerce journey.

Now, let's SLAY!

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