7

SECRETS TO
DOUBLE YOUR
SALES
IN 30 DAYS WITH
FACEBOOK ADS

PREMIUM DIGITAL AGENCY

ARE YOU RUNNING AN ECOMMERCE BUSINESS OR THINKING ABOUT STARTING ONE?

Whether you're a seasoned veteran or just getting started, the truth is that e-commerce is a
competitive and ever-changing landscape.

As someone who has been there before, I can tell you that it's not as easy as it looks...

When I first started out...

I thought that all I needed to do was create a
website, add some products, and watch the sales
roll in.
But the reality was much different.

There are many dangerous pitfalls & challenges that e-commerce entrepreneurs face...

And understanding these challenges is key to succeeding in this competitive industry.
That's why I wrote this ebook

To help others avoid the mistakes I made and achieve success in the world of e-commerce.

THROUGH TRIAL AND ERROR, RESEARCH, AND EXPERIENCE...

I discovered the 5 secrets to growing sales to double or even triple in just 30 days.

These secrets are not only informative, but they are also cautionary tales that all aspiring online entrepreneurs should heed.

In this ebook...

I will take you on a journey through my own experiences and the lessons I have learned.

You will gain a deeper understanding of these secrets and how you can implement it in your own business.

Whether you are just starting out or have been in the game for a while...

This ebook is a must-read for anyone who wants to succeed in the challenging and rewarding world of e-commerce.

Let's Start! 😎

01

ATTENTION GRABBING CREATIVES

CREATIVES ARE THE FIRST THING WHERE YOUR CUSTOMER JOURNEY STARTS...

The problem with having average ad creatives is that they can fail to capture the attention of potential customers.

It results in low engagement, LOW CTR, HIGH CPM, and Lost revenue opportunities for your brands.

78% of e-commerce brands fail just because they don't have outstanding videos and images Ads to grab their audience's attention.

Here is a simple solution:

- Use eye-catching visuals that speaks directly to the needs and interests of your target audience.

- A/B tests different ad elements in images & videos and sees what works best.

- Use UGC content. Like your previous customer giving reviews or unboxing videos etc.

- Always use more video content in your ads as compared to just images.

- Instead of showing just product images, Always show lifestyle content.

WRITING KILLER AD COPY

ONE COMMON MISTAKE MADE BY E-COMMERCE BUSINESSES IS...

Ad copy that is uninspired, generic, and fails to differentiate the brand from the competition. And most of the time I have observed some brands don't even write ad copy.

After watching your image or video, people read your ad copy.

They want to know the reasons why they should click on your ads.

Here are some solutions to consider for improving average ad copy:

- Start with hypnotic hooks and headlines in your ad copy.

- Write ad copy that is customer-focused and speaks directly to the benefits instead of product research.

- Add emojis in your Ad copy, Especially for Ecommerce bands.

- Here is the pro tip. Now you can use ChatGPT to generate killer Ads copy. So leverage the AI. 😉

03

HAVING AN
IRRESISTIBLE
OFFER

NOW IT'S THE MOST CRUCIAL PART OF ANY BRAND...

Offer is how much price your customer will pay and what he will get in return. It could be a combination of pricing, value, convenience, or a unique selling proposition.

Now the problem is that, if your offer is not strong enough to convince your customer to buy, obviously they ll leave your website without purchasing.

when they don't buy, Facebook's algorithm gets confused and changes its audience. the problem was not the audience, it was the offer and now you are in a never-ending vicious cycle of having the wrong audience.

You have to make your offer irresistible so that people buy without even thinking for a minute and here is the way of crafting a powerful offer

- **Create a bundle offer**: Bundle complementary products together and offer them at a discounted price. This not only provides value to the customer but also encourages them to purchase multiple products at once.

- **Offer free shipping**: By offering free shipping, you can entice potential customers to complete their purchases.

- **Provide a limited-time offer**: Set a deadline for your offer to create urgency and encourage customers to take action before it's too late. t.

- **Offer a money-back guarantee**: Take the risk out of purchasing by offering a full refund if the customer is not satisfied with the product

- **Offer financing options**: Make purchasing easier for customers by offering financing options that allow them to pay for their purchases in installments. This can be especially useful for more expensive products.

CONVERSION RATE OPTIMIZATION

AFTER CLICKING ON THE ADS, YOUR PROSPECT LAND ON YOUR E-COMMERCE STORE...

AND HERE IS THE REAL GAME THAT STARTS...

If your website is well optimized then you'll never suffer to get sales. As you have an irresistible offer...

But...

If your website is not visually appealing, difficult to navigate or slow to load, visitors may quickly leave without making a purchase.

It leads to a high bounce rate, low conversion rates, and a negative impact on your brand reputation.

And of curse again your ads budget is wasted.

Let's see what we can do about it:

- **Optimize for mobile**: With more and more people browsing and shopping on their mobile devices, it's essential to ensurethat your landing pages are mobile-friendly and provide a seamless experience.

- **Use clear calls-to-action**: Make it easy for visitors to take the next step by using clear and prominent calls-to-action (CTAs) throughout your landing pages.

- **Address visitor objections**: Anticipate and address common objections that visitors might have about your product or service, such as price, quality, or trustworthiness.

CUSTOMER
LTV

CUSTOMER LIFETIME VALUE (LTV). YOU WILL BE SURPRISED TO KNOW THAT, SOMETIMES ECOMMERCE OWNERS DO NOT EVEN KNOW THIS TERM

And this metric defines how long you will dominate your market.

LTV refers to the total amount of money a customer is expected to spend with a business over the course of their relationship.

By increasing customer LTV, businesses can boost revenue and profitability, as well as build long-term customer loyalty.

So how do you increase the LTV of your customers?

- **Focus on customer retention**: Retaining existing customers is often more cost-effective than acquiring new ones. By providing excellent customer service, delivering high-quality products, and offering loyalty programs, businesses can increase customer retention rates and boost LTV.

- **Encourage repeat purchases**: Offering incentives for repeat purchases, such as discounts or rewards points, can encourage customers to return to the store and increase LTV.

- **Upsell and cross-sell**: Upselling refers to suggesting a higherpriced or more advanced version of a product that a customer is already interested in.

- **Cross-selling refers**: to suggesting a complementary or related product that the customer may also be interested in. For example! if a customer is purchasing a new dress, the store can suggest matching shoes or accessories to complete the outfit.

How Not to Get Your Ad Account Banned

Running successful ad campaigns is crucial for e-commerce businesses, but it's equally important to follow platform guidelines to avoid getting your ad account banned. Here are some tips to help you stay in good standing:

- **Adhere to Platform Policies**: Each advertising platform, such as Facebook or Google Ads, has its own set of policies. Familiarize yourself with these guidelines and ensure your ads comply with them to avoid penalties.

Avoid Clickbait and Misleading Content: Be transparent and honest in your ad content. Avoid using clickbait headlines or misleading claims that can lead to user dissatisfaction and ad account restrictions.

Watch Your Website: Ensure that your website complies with the advertising platform's policies. Misleading website content or excessive pop-ups can lead to ad account issues.

Monitor Ad Performance: Regularly review the performance of your ads. If you notice any unusual or fraudulent activity, report it immediately to the advertising platform to prevent account suspension.

- **Use Quality Images and Content**: High-quality images and well-crafted ad copy not only improve ad performance but also help maintain a positive account reputation.

- **Avoid Prohibited Content**: Stay away from promoting prohibited or restricted products, services, or content on your Shopify website. This includes items like counterfeit goods, adult content, and illegal products.

HOW TO
REDUCE
RETURN
ORDERS

Returns can be a costly challenge for e-commerce businesses using Shopify websites, impacting both revenue and customer satisfaction. To minimize return orders, consider the following strategies:

- **Detailed Product Descriptions**: Provide comprehensive product descriptions on your Shopify website, including size guides, specifications, and clear images. This helps customers make informed purchase decisions, reducing the likelihood of returns due to mismatched expectations.

- **Accurate Sizing Charts**: If applicable, offer detailed sizing charts for apparel or footwear on your Shopify website. Encourage customers to measure themselves before buying to choose the right size.

Customer Reviews and Ratings: Showcase honest customer reviews and ratings on your Shopify product pages. Real-life feedback can build trust and set realistic expectations.

- **Easy Returns Process**: Streamline your returns process on your Shopify website by making it easy for customers to initiate returns and track their progress. Clear return policies and hassle-free returns increase customer satisfaction.
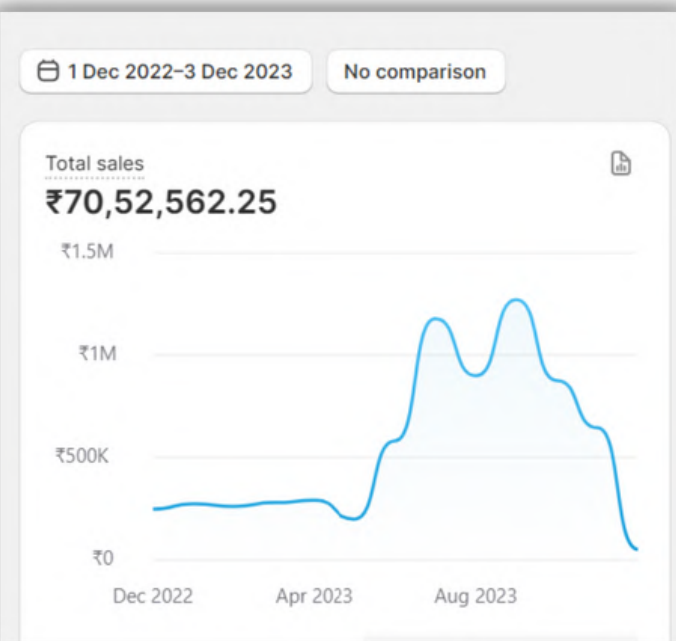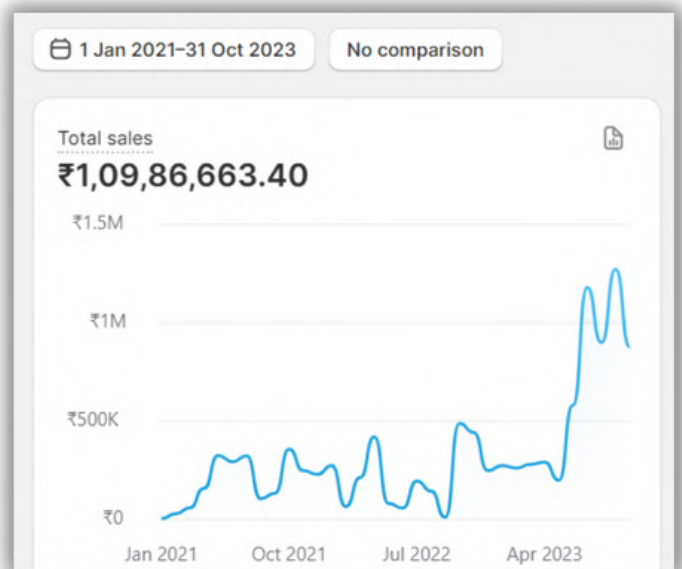
- **Quality Control**: Implement stringent quality control measures on your Shopify website to minimize shipping damaged or defective items. Reducing the number of flawed products shipped can lead to fewer returns.

- **Chat Support**: Provide live chat support on your Shopify website to address customer questions and concerns in real-time. This can prevent misunderstandings and potential return requests.

- **Personalization**: Utilize data and customer insights on your Shopify website to personalize product recommendations. When customers find products tailored to their preferences, they're less likely to return items.

By implementing these strategies on your Shopify website, you can not only reduce return orders but also improve overall customer satisfaction and loyalty in your e-commerce business.

By using above strategy, we created lots of success stories for our clients

Here are some proof

Total sales
₹1,16,77,860.70

₹1.5M
₹1M
₹500K
₹0

1 Dec 2022–3 Dec 2023   No comparison

Total sales
₹70,52,562.25

₹1.5M
₹1M
₹500K
₹0
Dec 2022   Apr 2023   Aug 2023

1 Jan 2021–31 Oct 2023   No comparison

Total sales
₹1,09,86,663.40

₹1.5M
₹1M
₹500K
₹0
Jan 2021   Oct 2021   Jul 2022   Apr 2023

GET YOUR FREE 30-MINUTE STRATEGY CALL (USUALLY Rs 4,999)

By now, you have the secret sauce that can double or tipple your sales.

However, we understand that running an an e-commerce business can still be challenging, and you may be facing other obstacles not covered in this book.

We love to help Ecommerce brands to crush it with Facebook Ads…

And would like to offer you a no-obligation FREE 30 minute Strategy Session Call (usually Rs 4999) that could easily generate upwards of $100,000 in sales for your company.

Get a Free 30-Minute Strategy Session

WARNING !!!

Before you book in your 30-minute strategy session, Note that this is only for serious business owners who are keen to take their business to the next level.

If you are not ready to commit some time into setting your business up for success, this strategy session is not for you.

This strategy session is only for hungry business owners who want more in life.

They want to scale. If that does not sound like something that you want to do, please don't waste our time