



# The Marketing Essentials

If you are a Coach, Know how to monetise your content.





We help Doctors  
and Coaches

*Enter the Digital World*

## Services We Offer

- Social Media Marketing
- Social Media Management
- Search Engine Marketing
- Search Engine Optimization
- Public Relations
- Website Development
- Course Management
- Automations
- Funnel Creation
- Content Creation

Hello Reader,

There's one thing I want to clear in your brain that in a few years things are going to be so digital that if you don't take the first mover's advantage you feel left out.

So, I wrote this eBook specially for the Coaches who are struggling in the offline world.

This eBook will help you know the things that you guys can do to make your online presence.

To start as a Digital Coach, there are some tools which you will have to purchase.

Your Marketing Partner  
Rittik Bansal  
Digital Marketer

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**Collect Leads using FB Ads**

This isn't going to be very long because I am going to make sure that this eBook helps you with short words.

Most of the time, When I approach a coach, or a coach is texting me on Instagram. Their question is how is Digital Marketing going to help me. Their exact words are, "People get sick of looking Ads again and again."

In response to that, I will say that if you have targeted the wrong person then they are going to get sick of you.

If you are willing to learn public speaking and I am showing my Ads to you then the Ads are going to help you and you will be more than happy to see the Ads right.

So, the main thing is with your targeted audience.

Now how Digital Marketing is going to help you??

To be very clear, It will only work if you are adding value to someone's life.

It's getting in trend that everyone is becoming a Digital Coach nowadays. They themselves haven't made it in 7 figures but are there to guide you how to make so.

So, if you do have an expertise then this eBook is for you.

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Before getting started, I will give you a glimpse of numbers, Because numbers are really important.

Before executing something if you know your number right then it is going to help you in the longer run.

Let's say you are a Digital Coach and you are running Ads on Facebook to collect leads(Contact Information) and you are going to sell something in the webinar(Online Class).

Then you must know that if your product cost is 4999 then how much you are going to make by EOD.

THE CALCULATIONS			
<b>LP Visitors</b>	<b>300</b>		
Conversions %	35	<b>Webinar Product Conversion %</b>	<b>12</b>
<b>Converted Visitors</b>	<b>105</b>	Webinar Product Purchase	2.52
Showoff %	20	Product Price	4997
<b>Webinar Showoff</b>	<b>21</b>	<b>Webinar Sale</b>	<b>12592.44</b>
Average CPL	80		
<b>LP Visitor Ads Investment</b>	<b>8400</b>	<b>Retarget Product Conversion %</b>	<b>25</b>
Retarget Audience	279	Webinar Product Purchase	8.37
Retarget Conversion %	40	Product Price	4997
<b>Retarget Visitors</b>	<b>111.6</b>	<b>Retarget Webinar Sale</b>	<b>41824.89</b>
Showoff %	30		
<b>Webinar Showoff</b>	<b>33.48</b>	<b>Total Ads Budget</b>	<b>13980</b>
Average Retarget CPL	50	<b>EBITA</b>	<b>40437.33</b>
<b>LP Retargetted Visitors Ad Investment</b>	<b>5580</b>		

So, this is the EBITA that we can achieve.

Mind Blown, Right?

Let's say we Invest INR 8400 in the Webinar Ads.

We get a total 105 Leads at the CPL(Cost Per Lead) of 80 INR.

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And we assume in the worst case scenario that only 20% of the people registering will be showing up in the webinar then we get 21 people attending the webinar.

From those 21 people, i.e. 12% people purchase our product i.e. 2 or 3 people are really going for our course costing 4997 INR, we get 9994 or 14991.

Hence, we are profitable here! Wait for the twist!

Go to the data we shared with you, We have 279 people left, who already visited our Landing Page. Now we are going to retarget them and @50 INR CPL we get 110 people in the Leads List with the conversion of 40% as they already saw our Ads.

Since they were already receiving messages from us and emails from us, It makes sense that we have higher chances of them showing up to our webinar.

Let's now assume the Showoff to be 30%.

Now we have 33 webinar attendees and with the knowledge we give we presume that we will convert them at the rate of 25%.

Boom, Let's calculate now. We have 8 or 9 more enrollments in the course. We got 39976 or 44973 more in our bucket.

Now let's do the plus and minus

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By taking the lower numbers we have  $8 + 2 = 10$  Enrolments  
Course Enrolment Fee = 4997 INR  
Total Enrolments Fee = 49970 INR  
Money we spent in Ads =  $8400 + 5600 = 11000$

$$\text{EBITA} = 49970 - 11000$$
$$38970 \text{ INR}$$

This was Maths and now I am going to tell you how you can get the same results for you.

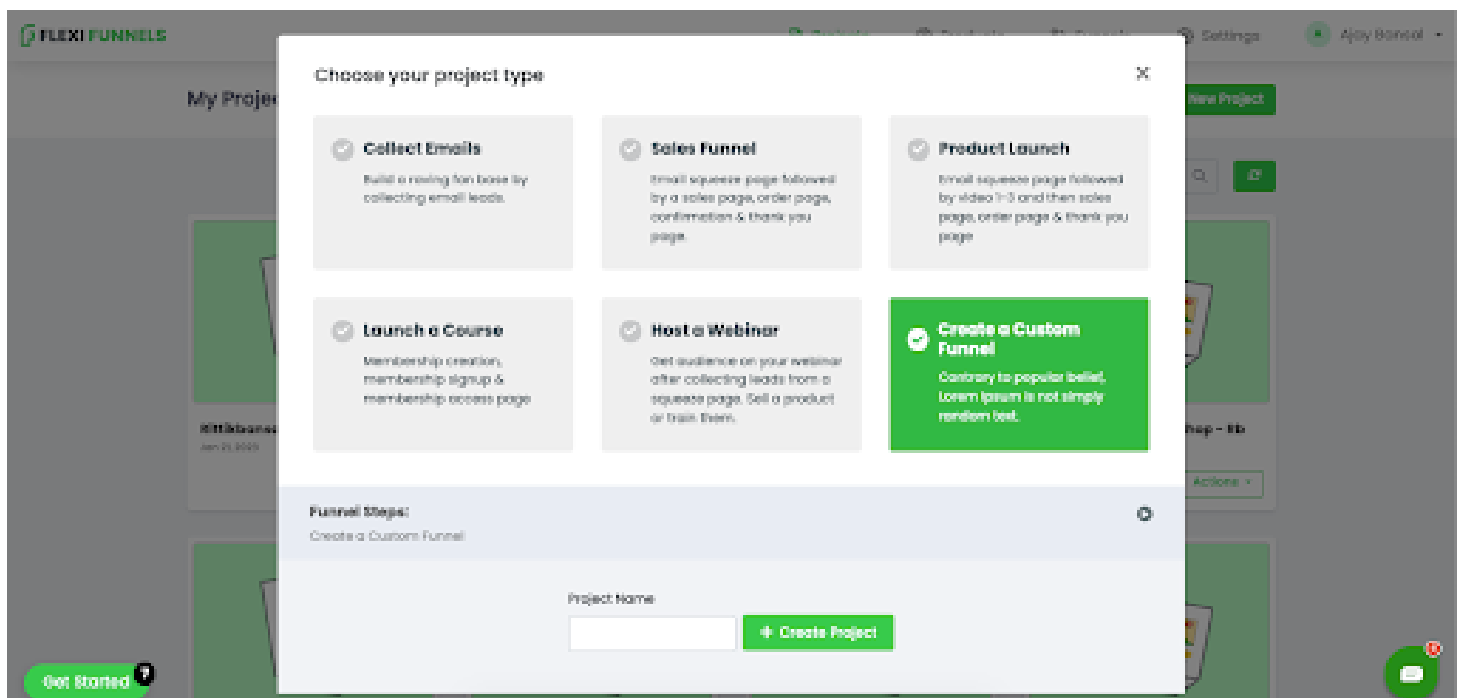
You create an online course which adds values to people's life and you create a strong social media profile.

Now you need to host your course which you guys can use *FlexiFunnels* - This is the platform which fulfills all your needs.

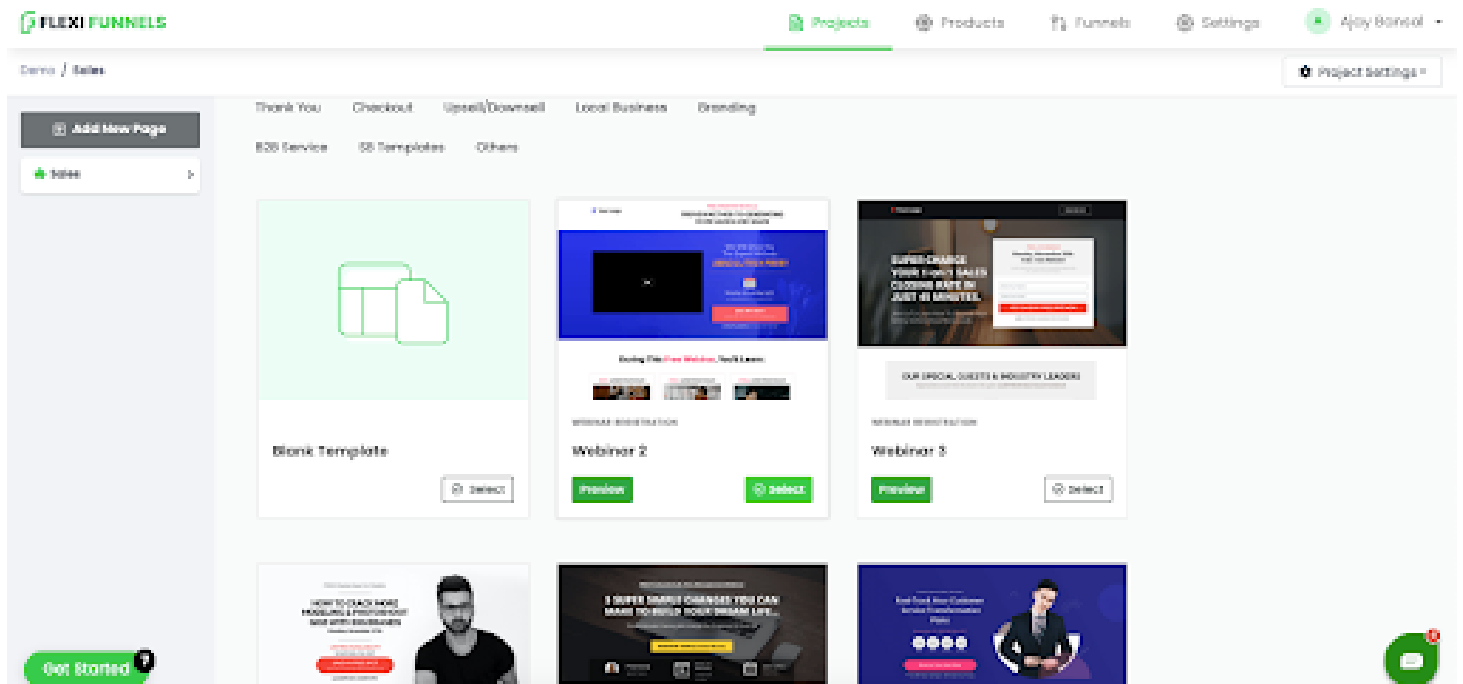
You do not need to pay people to build your Funnels just create a project as shown below.

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Give it a name and then select any template from the template section.

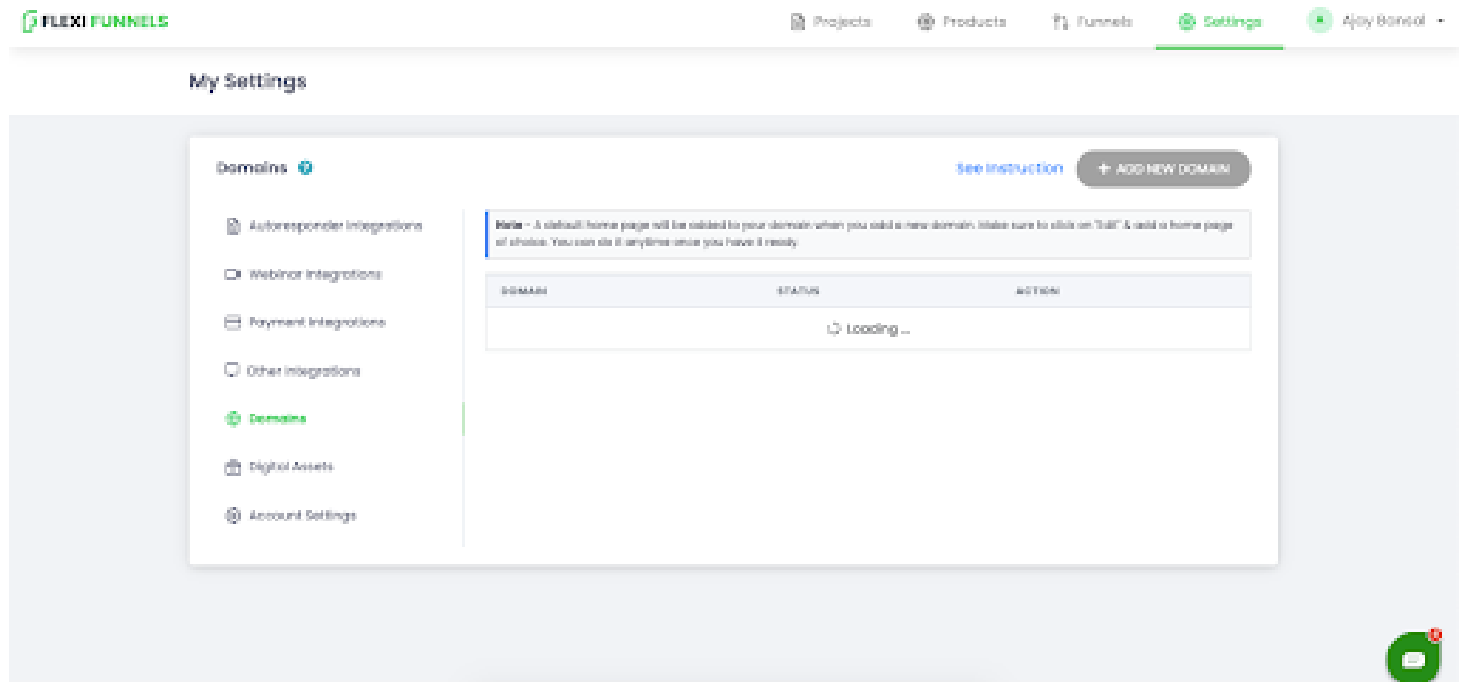


Now just edit from the editor, Make the changes according to you and your Page is ready.

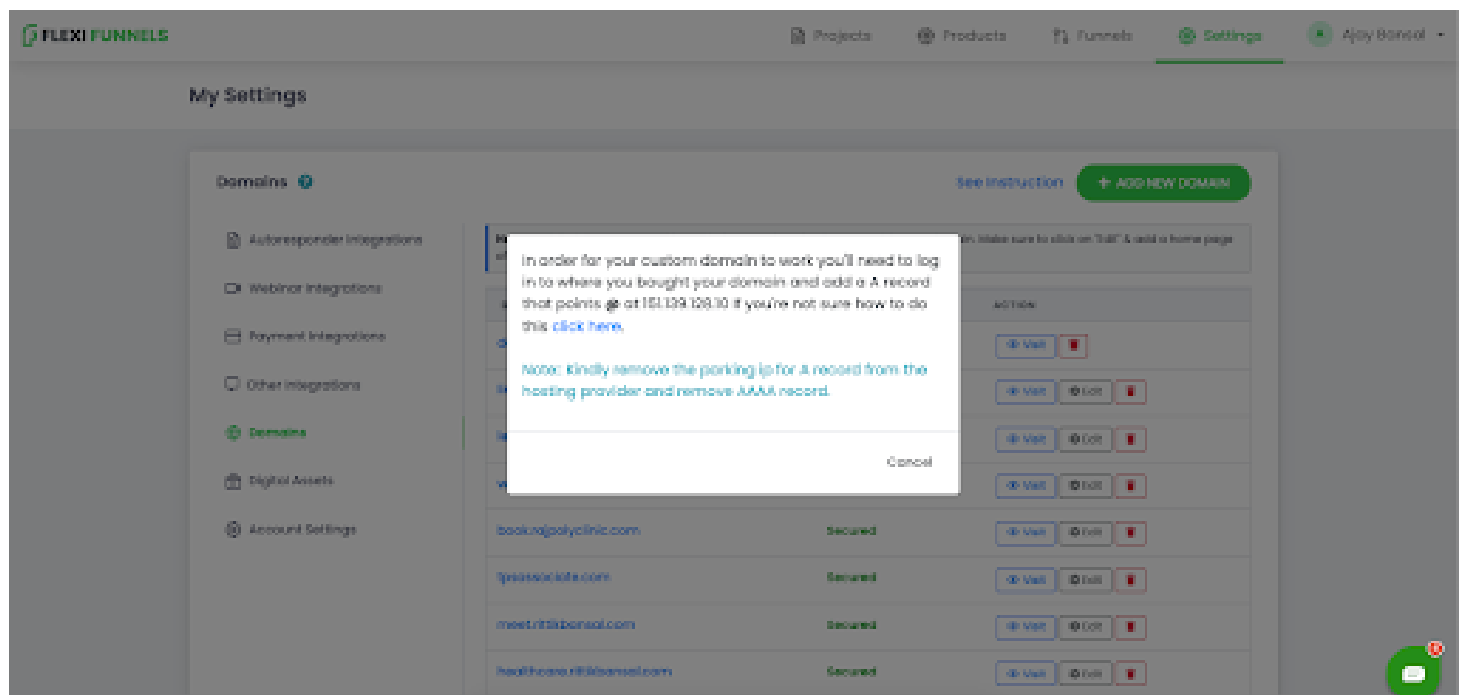
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Similarly create your Thank You Page and then connect your domain with the page.

For that go to Settings and then go to Domains



Click on Add New Domain and provide it the url.

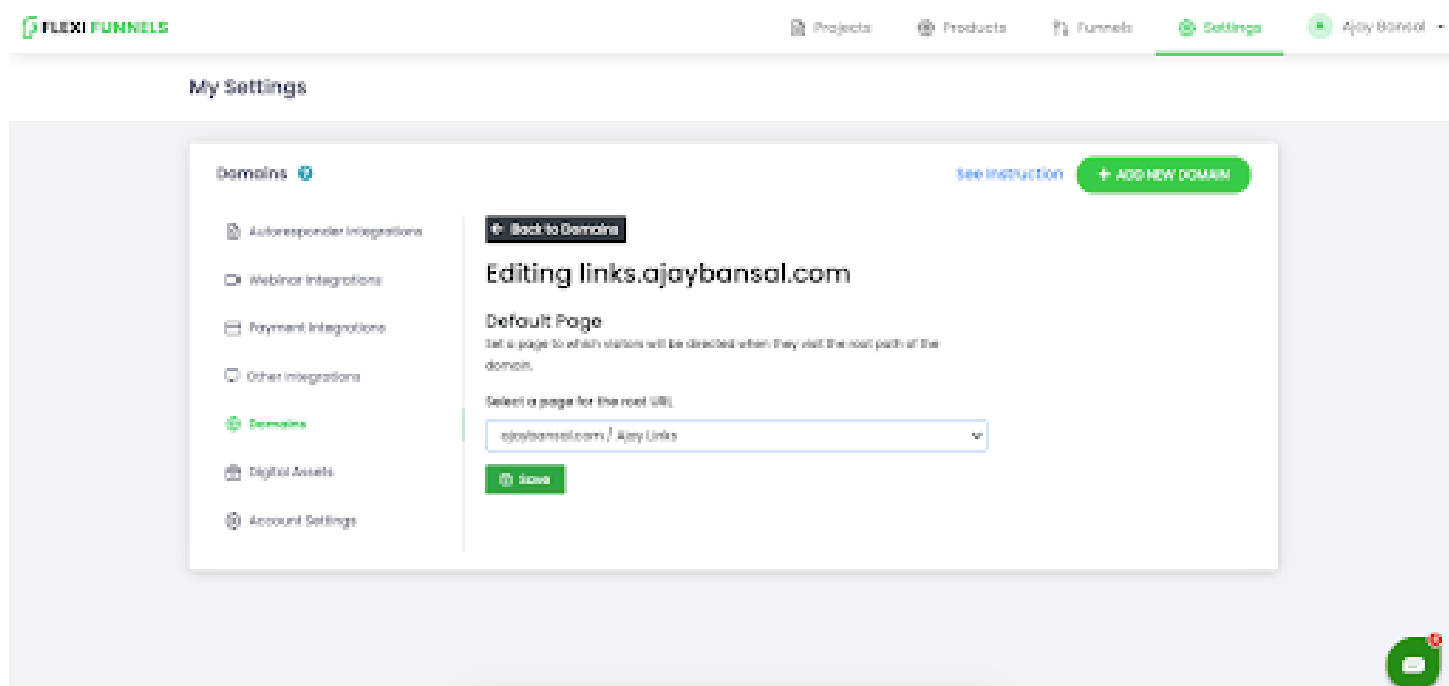


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Do as instructed to add DNS, Go to your Domain Name Provider and then check DNS Settings.

Once you add the domain, You need to link it to the Project.

For that edit your domain and then select your project page with the domain.



Once you get the homepage linked go to the project again and then connect the domain there along with your Facebook Pixels.

Click on Project Settings -> General Settings to link the domain name and,

Click on Project Settings -> General Code to add Facebook Pixels into the project.

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Make sure in the Thank You page -> You add the code provided below:

```
<script>  
fbq('track' 'lead');  
</script>
```

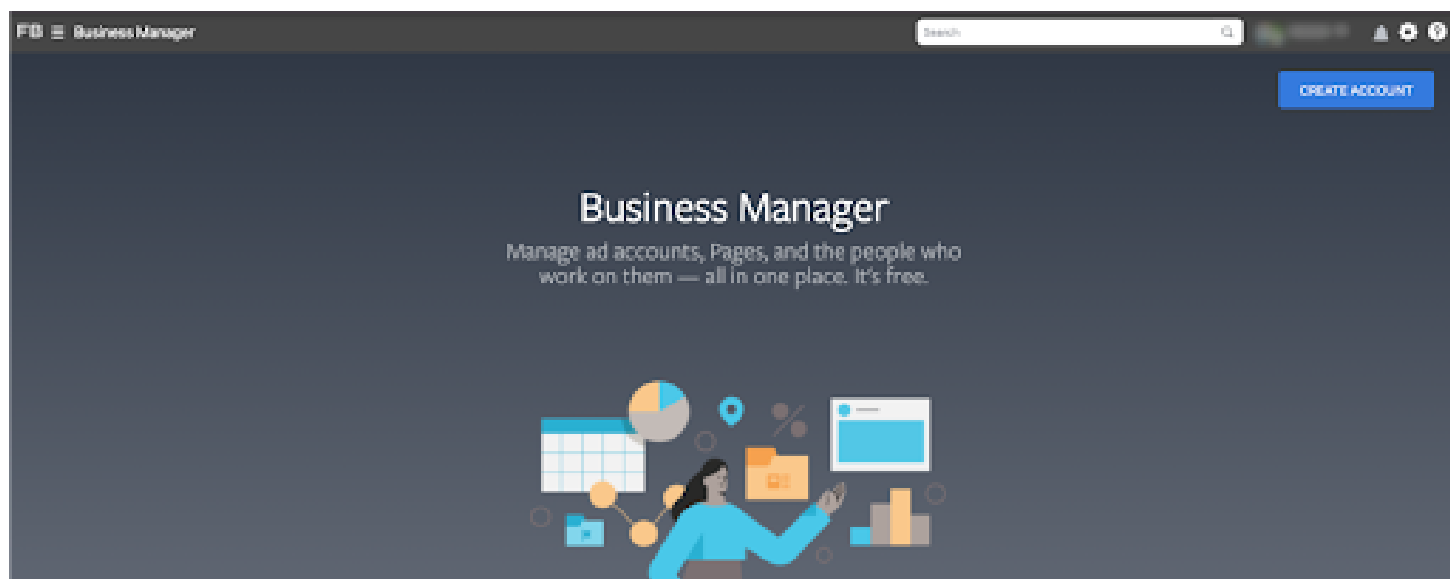
Once you are done, we are good to go with the Webinar Page.

Now our Funnel is ready, let's now bring traffic to it using Facebook Ads.

Create your Facebook Business Manager by following steps below:

Login to Facebook Account

Register on <https://business.facebook.com/create/>



Why choose Business Manager?

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Click on Create Account -> Enter the Details - Go to Ad Accounts and create an Ad Account from there.

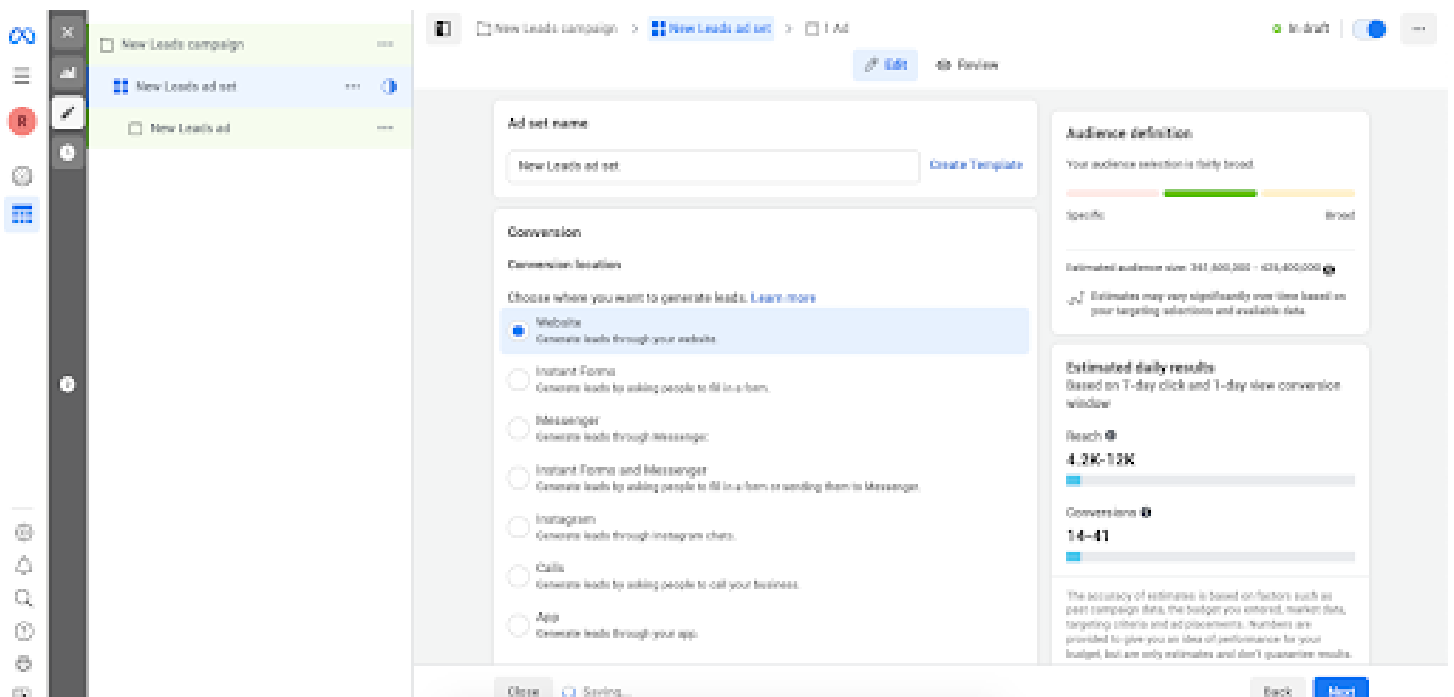
Once you create an Ad Account to Events Manager and Create Data Source from there and you will find Pixel's Code from there which we are going to add in Flexi Funnel's Project as told.

Let's Create a Campaign now.

Go to the Ads Manager in the Business Manager and click on create Campaign.

Select Leads -> Give your campaign a name.

Go to the Adset and then select website from there



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Scroll down a little and select your pixel and select your conversion event, You will find, “Lead” as your conversion event.

Scroll down and enter your daily budget and select your targeted audience.

Enter the Age, Gender and the Demographics - To understand the Demographics and your Customer Avatar, Click on the link below to get my Customer Avatar Guide.

<https://rittikbansal.com/cag/>

Create your Avatar and you will know how to select your Demographics. Once you are done, Move to the Ads section and write the Primary Text, Headline and add a video or image for your Ads.(Video Recommended).

In the website URL, enter your landing page link and click publish now we are good to go.

Let's now wait for the leads and do the webinar.

This is all that you need to do to get started as Digital Coach.

# Want Us To Help You?

Click Below



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