

The 4 Pillars of a Successful

Facebook Campaign For E-Commerce



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INTRODUCTION

Do you find yourself wondering if your Facebook campaign is performing optimally? Is the Creative working? How about the sales page? Am I missing something?

Meet Viktor. Viktor was an entrepreneur in the beauty industry. He sold lipgloss, hair serums, and hair removal to other businesses like salons. Unfortunately, the COVID-19 pandemic hit, and he wanted to go online to reach customers directly. So, he created a website, shot a video, and launched his first ad with a \$10 per day budget. He couldn't believe it. He got a return of \$80 a day. He felt like the world was his, and he had just found oil under his house. He couldn't wait and scaled the exact same campaign for \$100 per day. Do you know what happened? He still got the \$80 per day, even though he spent ten times more. Do you know what he missed? He missed the four essential pillars.

For entrepreneurs just like Viktor, we created this ebook to make sure you have the right setup and tools to launch, scale or maintain your campaigns. After spending \$4,000,000 on paid channels like Facebook, Google, Pinterest, and more, we have determined the four most important pillars to succeed with your digital campaigns. If you are getting traffic from Paid Ads, Organic Search, or even influencers, this eBook provides the solution to make the most out of each channel.

