

Performance Marketing
Checklist & 1 Technique
for increased
R.O.A.S

What is a Checklist; (digital marketing)

A sequence of exact **steps**, necessary to have a defined outcome, **every time**.

the Checklist.

2 things to improve in your website or
landing page to Increase Conversion Rate.

1. Product / Service Optimization

Choosing the best performing products over the under performing ones. Performance is not magic, is targeting the right **audience** with the right **piece of ad**.

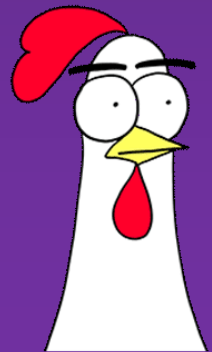


2. Create & Track Trust Signals

Micro Conversions or other actions giving credibility to users.
Track as many as possible.

Customer Reviews, Guarantees, Testimonials - viewed.

Machine Learning Needs all information possible.



the Checklist.

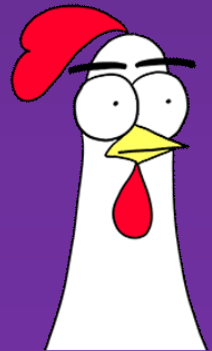
3 marketing assets to always have in mind.

1. Survey more.

Survey more to find what's really needed and wanted on your market monthly.

Trends change. Markets change. Customers needs change.

Survey it regularly.



2. Use Scripts / Ad Rules for your ads

- Reduce Auction Overlap
- Audience Fragmentation
- Product Optimization



3. Adjust your creatives & communication.

Creatives per interest / customs
Communicate per age group.

“The quality of communication defines
the type of incoming clients.”



1 killer automated technique.

to use in

Performance Max Campaigns

1 killer automated technique.

Heroes – Zombies – Villains

66% of spend goes to underperforming products.

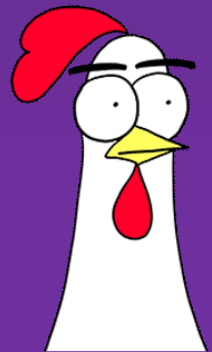
Data from : Flowboost Labelizer



Product Performance Based Technique

Scope :

1. Increase spend on best products
2. Decrease spend on worst products
3. More control and better scalability



Product Performance Based Technique

- Heroes (your best-performing products)
- Villains (your worst-performing products)
- Zombies (products with low impressions)



How?

Use the script and make the necessary adjustments for your case.

Script [here](#)

or else... contact us ☺



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TOPICS

INSTRUCTORS

TESTIMONIALS

FAQ

ENROLL NOW



Total hours

164
(25 of them are
hands-on
exercises)



Access

8
months duration
to complete the
course



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Lessons &
presentations in
Greek (στα
Ελληνικά)



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