



Video Ads Made Easy Strategic Growth Plan Modules 7 to 11

7 Video Ad Traffic Mastery

- 1. Phase 1: Your Main Goal - Build Video Views Audience
- 2. The Perfect Ad Formula
- 3. Create Your Video
- 4. Audience Targeting: Micro and Macro
- 5. Campaign Creation
- 6. Case Study: How I Create a Video Ad from Start to Finish (Watch over my Shoulder)
- 7. How to Set Up Your Reporting - Numbers You Must Know

8 Retargeting Made Simple

- 1. Phase 2: Your Main Goal - Convert Warm Traffic to Sales
- 2. Fortune is in the Follow Up
- 3. How to Create Your Custom Audiences
- 4. The right "message" to audience. Perfect Ad Formula for Retargeting
- 5. Case Study: How to Set Up Your Retargeting Ad
- 6. Cross Selling Profit Maximizer (This Goes With That Campaign)
- 7. Double Decker Profit Combo Teaser

9 How to Optimize and Scale

- 1. Phase 3: Your Main Goal - Scale Up Your Winners
- 2. How to Create Lookalike Audiences
- 3. How To Create Specific Buyers Custom Audiences
- 4. How to Measure Your Reporting

10. Case Studies of Successful Video Ads

11. Case Study Double Decker Profit Combo

Sizzling Profits with Retargeting using the Double Decker

Campaign Name	Amount Spent ⓘ ▾	Website Purchas... ⓘ
Retargeting Video Views	\$50.86	\$1,999.90