



THE  
***Revenue  
Remedy***

***Frequently  
Asked  
Questions***

WEEK 12

## **How long should I run my intro offer ad for?**

We recommend running your ad between 5-10 days at a budget of \$5/day

## **Can I start running my email sequence before launching my Facebook, Instagram and AdWords ads?**

Yes, absolutely!

## **I have not run my any Facebook or Instagram ads before (or for quite some time). Is it ok to start with my intro offer ads immediately?**

Our clients see the best results from intro offer ads when they are active on social media through posts to their Facebook or Instagram accounts and/or through ads that are not promoting a sale.

## **How do I know if my intro ads are working?**

We recommend keeping track of your marketing efforts and the number of intro offers sold. While we do see conversions from landing pages, consumer behavior is continually changing and we are now seeing more intro package sales occurring through website visits, phone calls and walk-ins.

You will also want to look at your ad's performance to see the type of engagement your ads are receiving.

## **Do I need to run ads on both Facebook and Instagram? I find that the majority of my clients are more active on one platform over the other.**

No. If you know the majority of your clients use one platform over another, then we recommend you focus your marketing efforts on the platform that works best for you.



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**SUPPORT@LISEKUECKER.COM**