# TOTAL BODY 21 STRATEGY

# CONTENT

We use a three tiered funnel approach. Each step excludes members of the others, so the audience size is kept trim and focused.

At each stage, we turn up the heat a bit, warming the audience as they are introduced to the brand, and making the ads more specific, personalized and targeted as well.

We use email as a recapture and remarketing mechanism to ensure that we don't lose out on potential sales even if the user takes a breather from social media. Giveaways also keep excitement and a constant stream of new pros-

# TOP OF FUNNEL

#### **AUDIENCE**

#### Lookalike

pects.

Using Facebook's algorithms, we target users whose online behavior is similar to your existing customer base.

#### Interest-based

Using market research and current customers, we define and target customer profiles that we've identified as having growth potential.

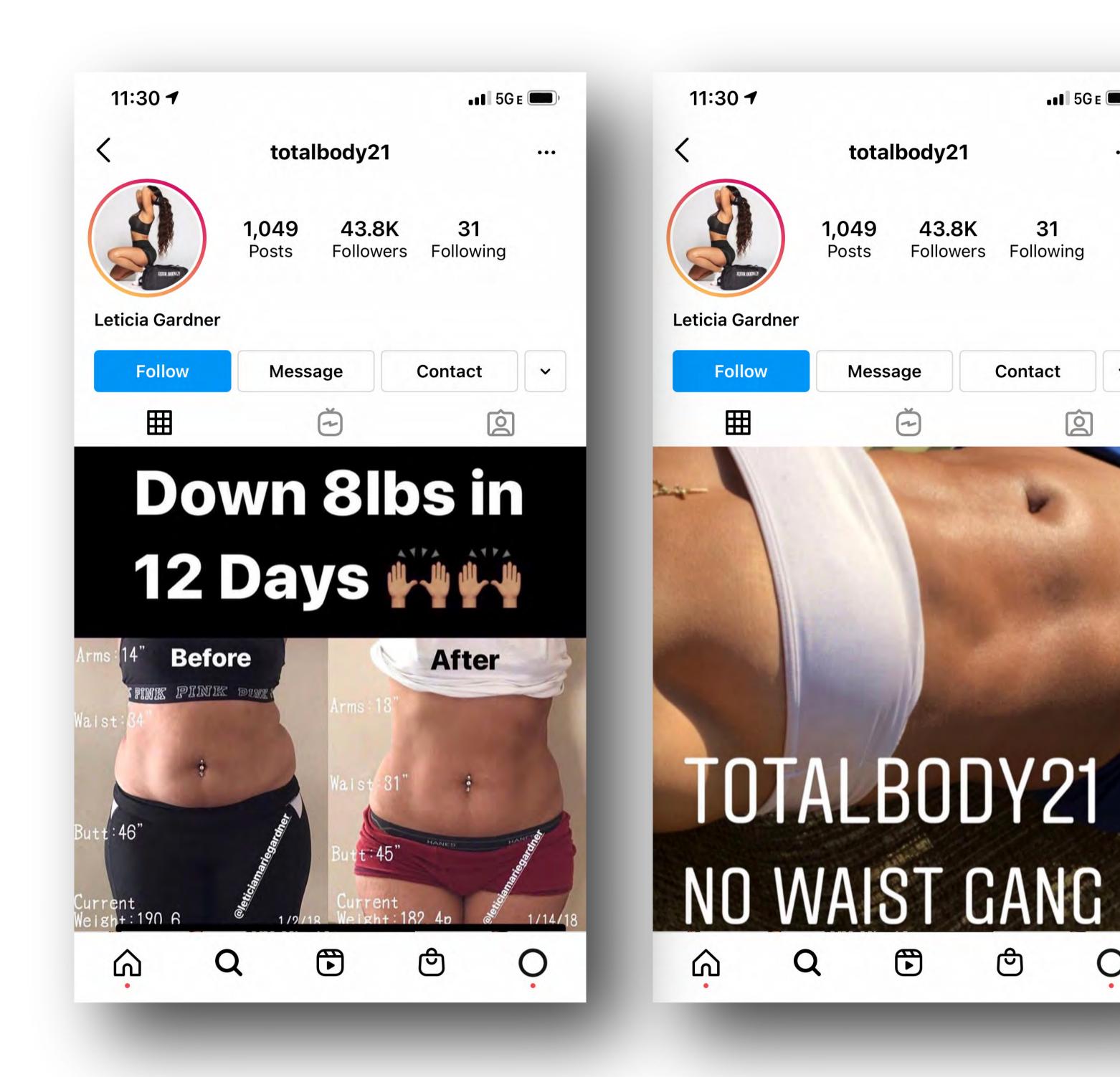
### **TACTICS**

#### **Giveaway Contests**

Giveaway contests are a great way to add fresh, interested profiles to your email list. When promoted in an ad, you can reach thousands and thousands more.

#### **Snack Ads**

Top of funnel ads introduce the brand, and are like a small appetizer for users. We want them to get a brief taste of the potential benefit.



# MIDDLE OF FUNNEL

# **AUDIENCE**

# **HOT28**

Now we're looking for "demonstrated interest." We want people who've seen the ad, and done some sort of action in response.

This action could be passive, like watching over 50% of a video, or active, such as sharing a post, visiting the site or signing up for email.

To ensure we're not targeting people who visited the site months ago, we limit these action to the past 28 days.

# **TACTICS**

# **Weekly Newsletters**

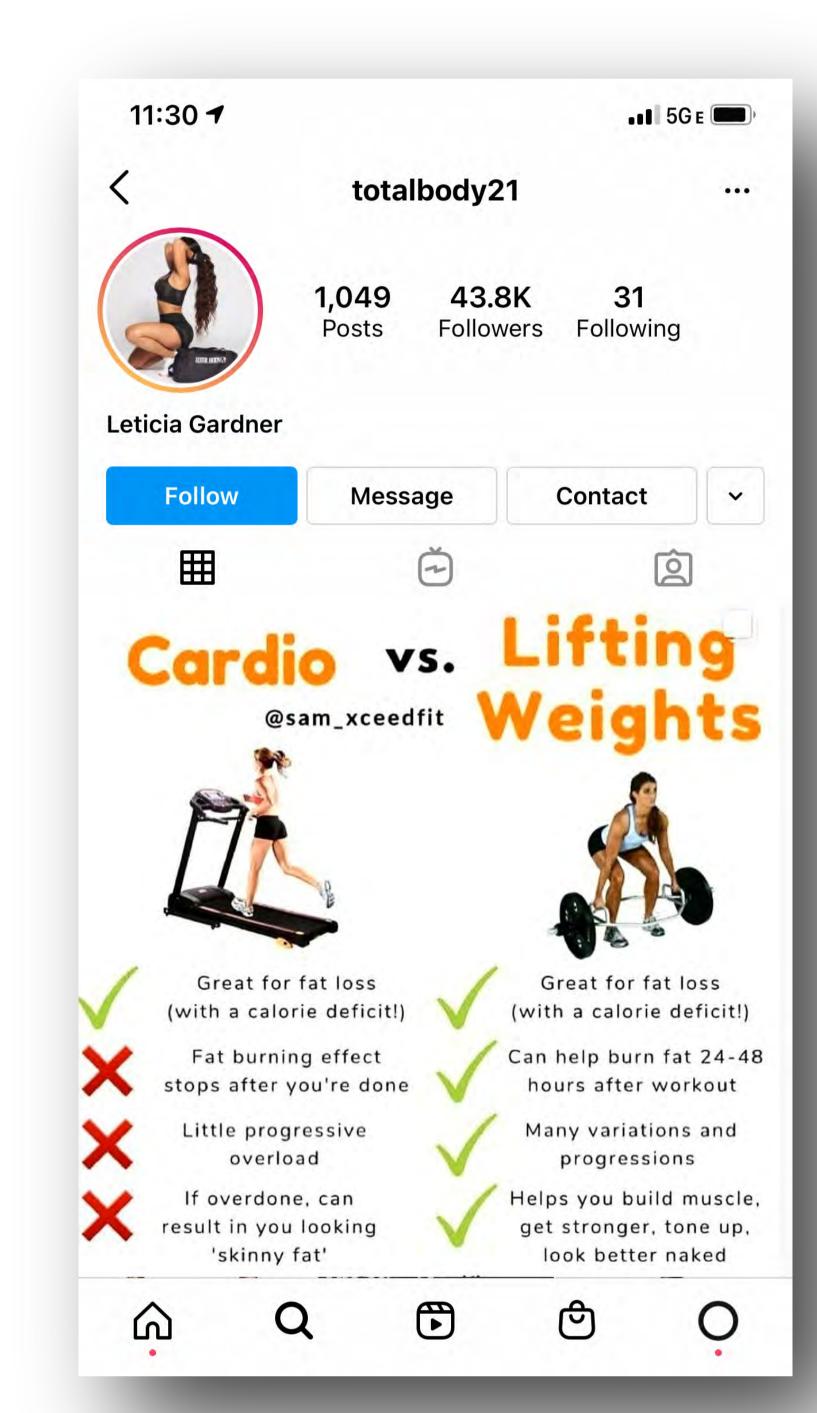
Keep giving value, keep entertaining, keep informing. By becoming a regular event in the user's life, we bring them into the fold of the brand.

### **Welcome Drip**

This automated series of emails allows us to stricly control the onboarding experience, making sure each person consistently receives the same curated introduction.

# **Brand Magazine Ads**

We don't push the hard sell yet. This is our showcase. Our history. Our qualifications. Our accomplishments. We use these ads to push them towards a purchase.





# BOTTOM OF FUNNEL

# **AUDIENCE**

# AC/VC

Now the audience is **hot** and it's time to sell.

This audience is composed of only site visitors who have viewed specific products, and/or added to cart [but haven't purchased].

These are right on the cusp of a purchase, and just need the final push.

# **TACTICS**

# **Abandoned Cart Emails**

Simple. Effective. Automated. Is there anything better? We use a drip of 2-3 emails or SMS with graduated offers.

# **Dynamic Product Ads**

These are smart ads. They show the exact products that customers were looking at, and are very effective at converting.

