

# 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 prospects.

## TOP OF FUNNEL

### AUDIENCE

#### Lookalike

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.

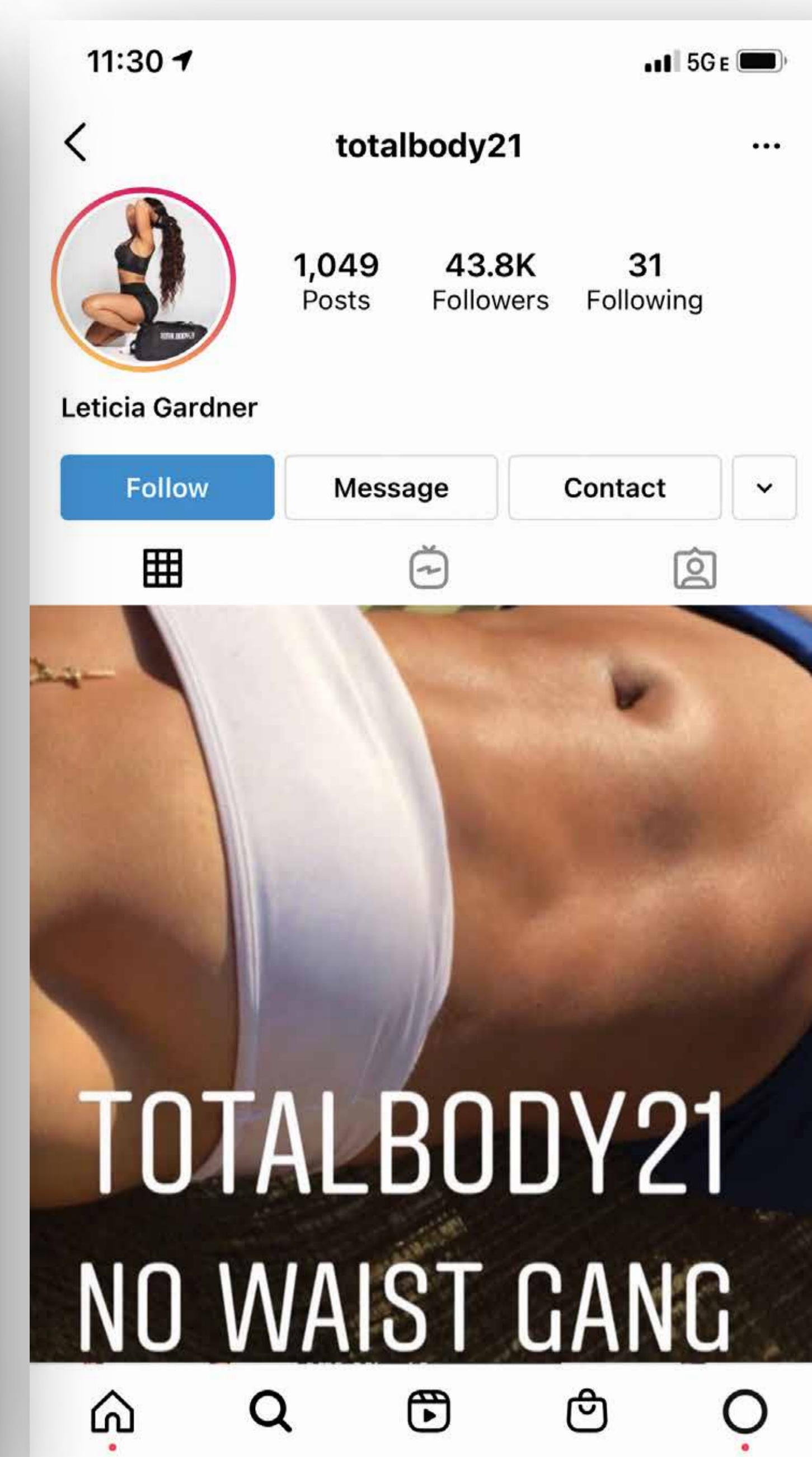
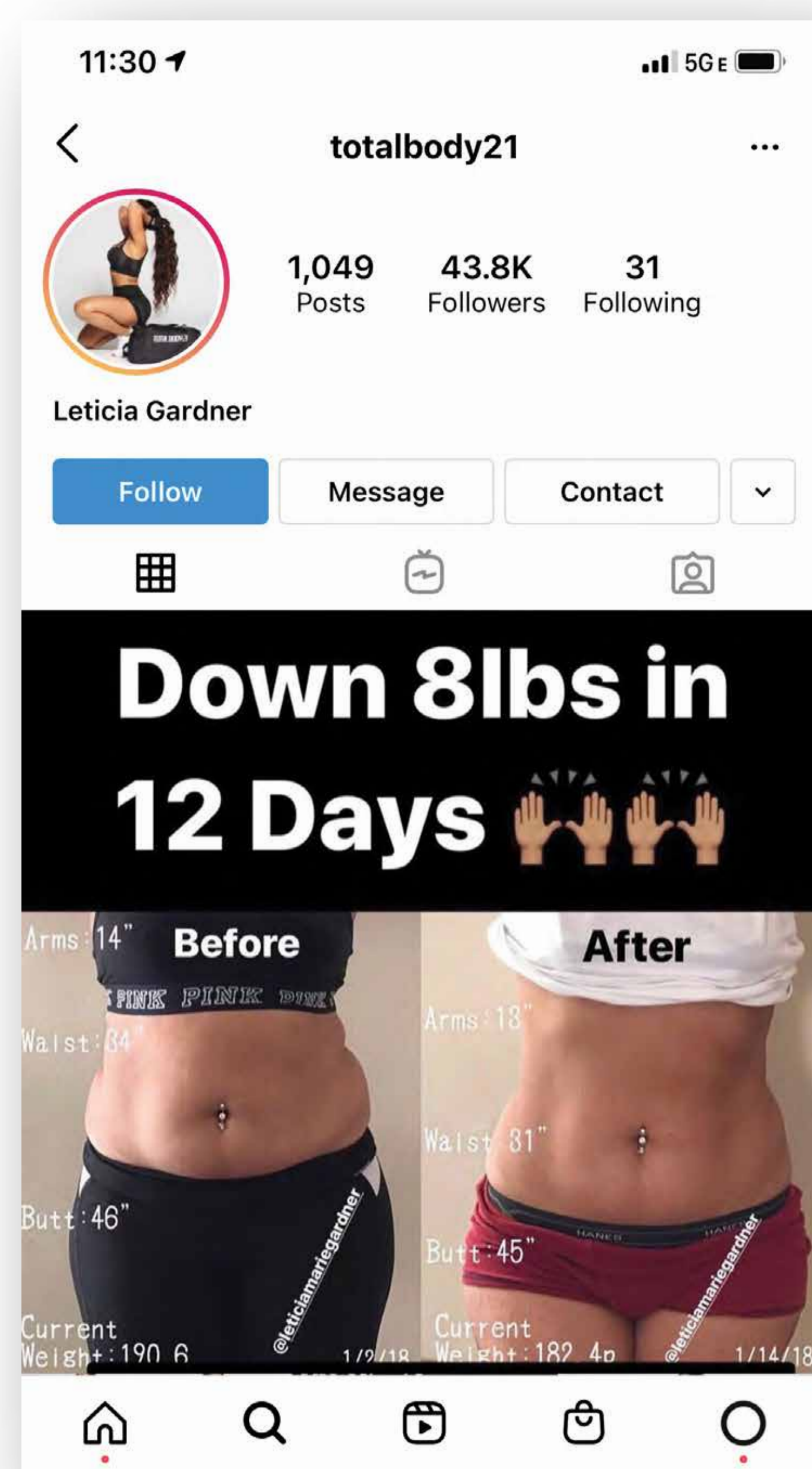
### TACTICS

#### 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

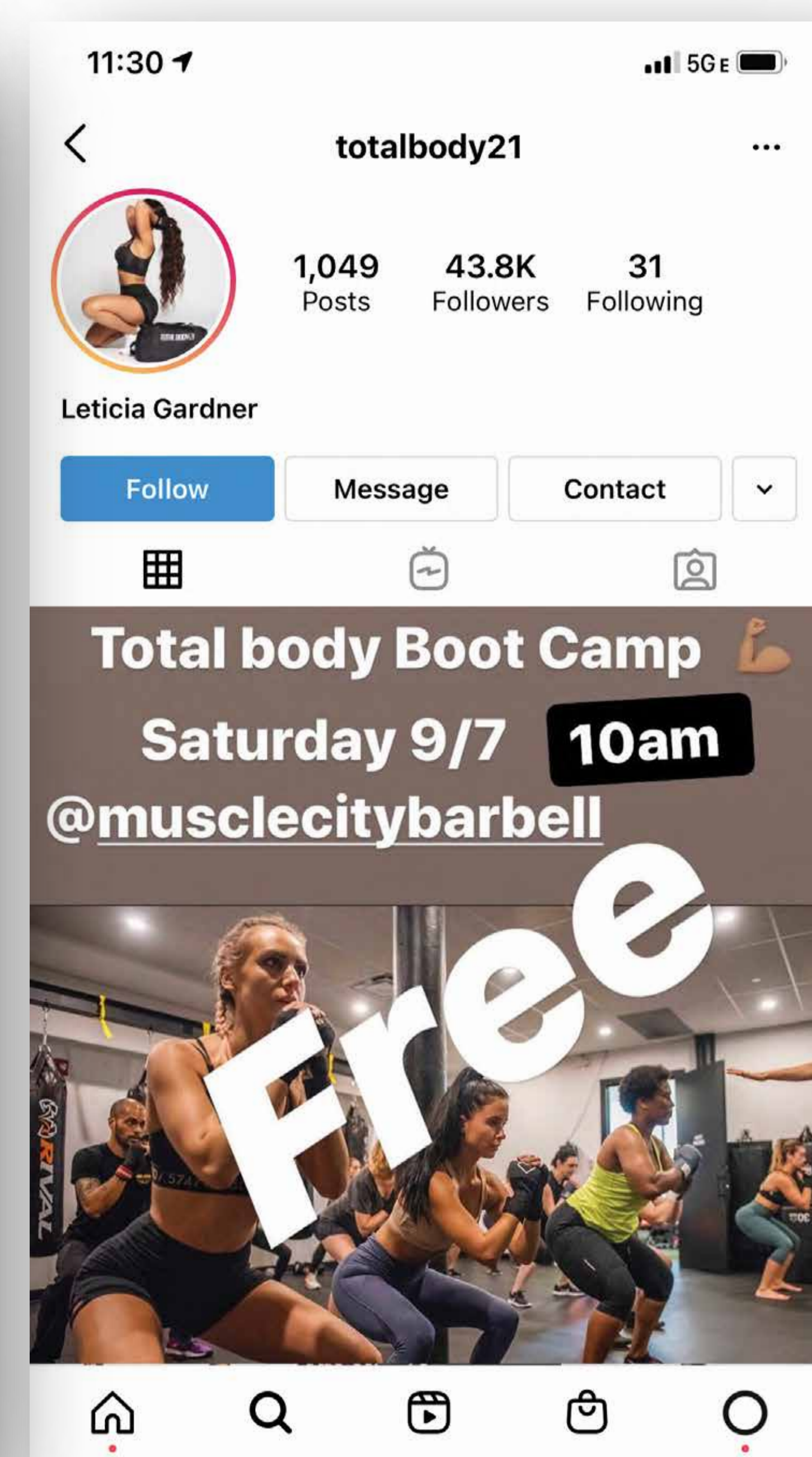
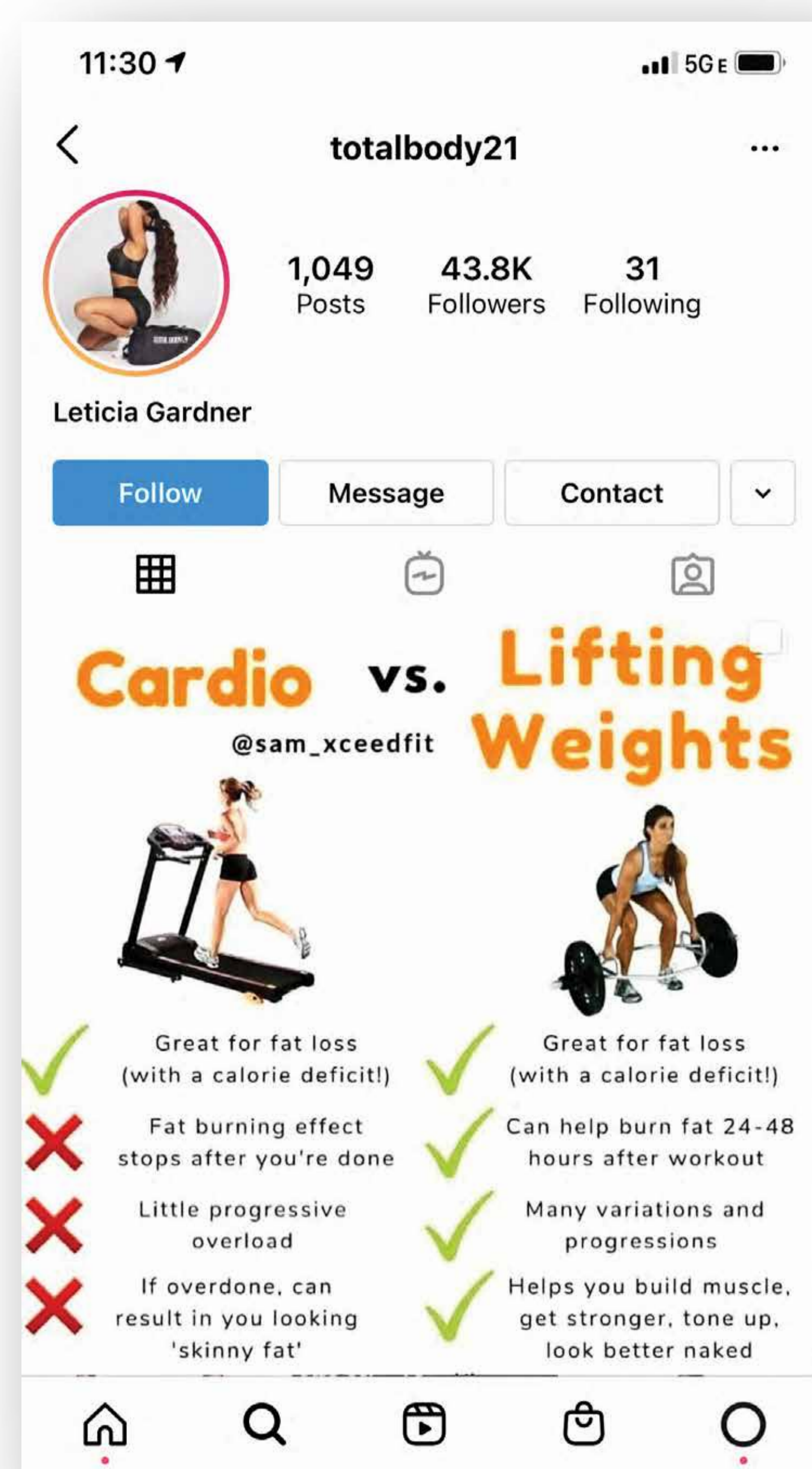
Keep giving value, keep entertaining, keep informing. By becoming a regular event in the user's life, we bring them into the fold of the brand.

#### Welcome Drip

This automated series of emails allows us to strictly 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.

