

Facebook Formula
Dr. Sean Francis



THE
wellness
BUSINESS SUMMIT

Facebook Formula

• Your Profile

• Your Business Profile

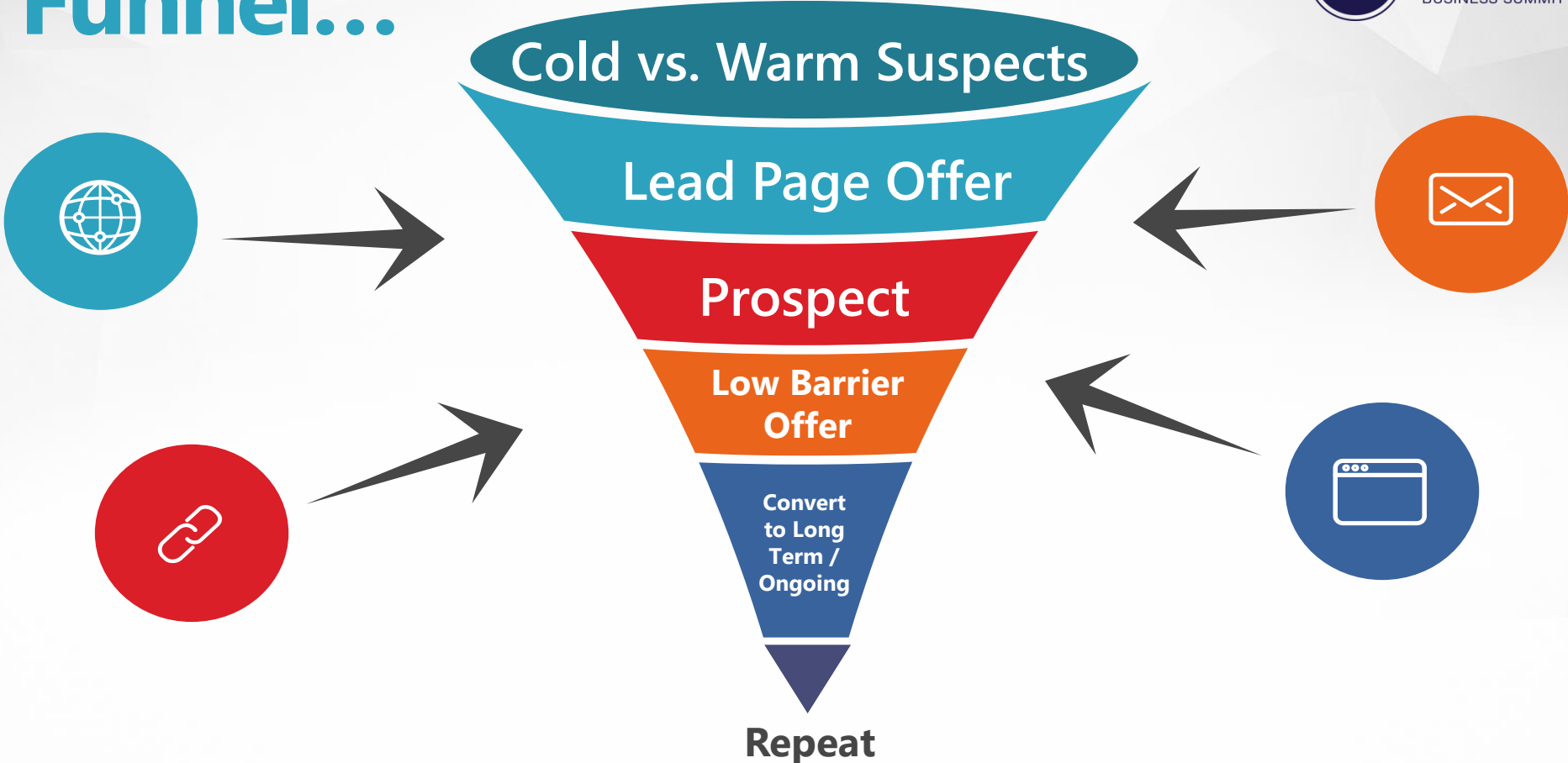
• Your Ads

• Your Member Groups

Platform for Communication
Be Congruent



Funnel...



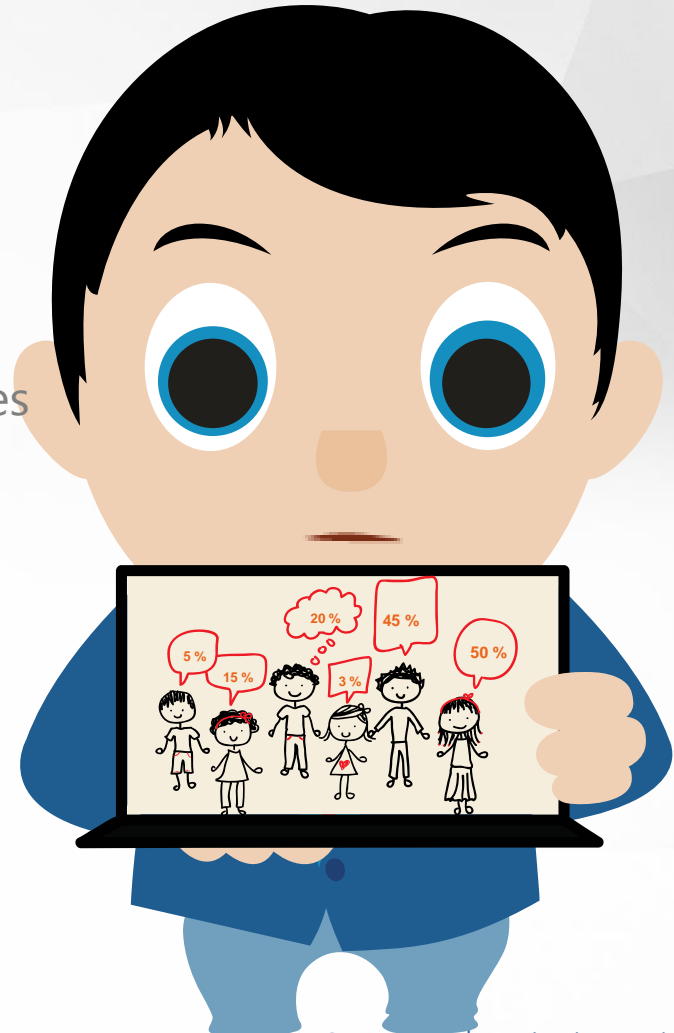


Cold Suspects

- high converting ads to custom audiences
- look alike audiences
- interruption marketing

Warm Suspects

- referrals from client
- custom audience visitors to web page)





Lead Page Offer

- infographic
- done for your immediately actionable
- results oriented
- trial session
- webinar
- pdf e-book
- video series



Prospect
(accepts the offer)

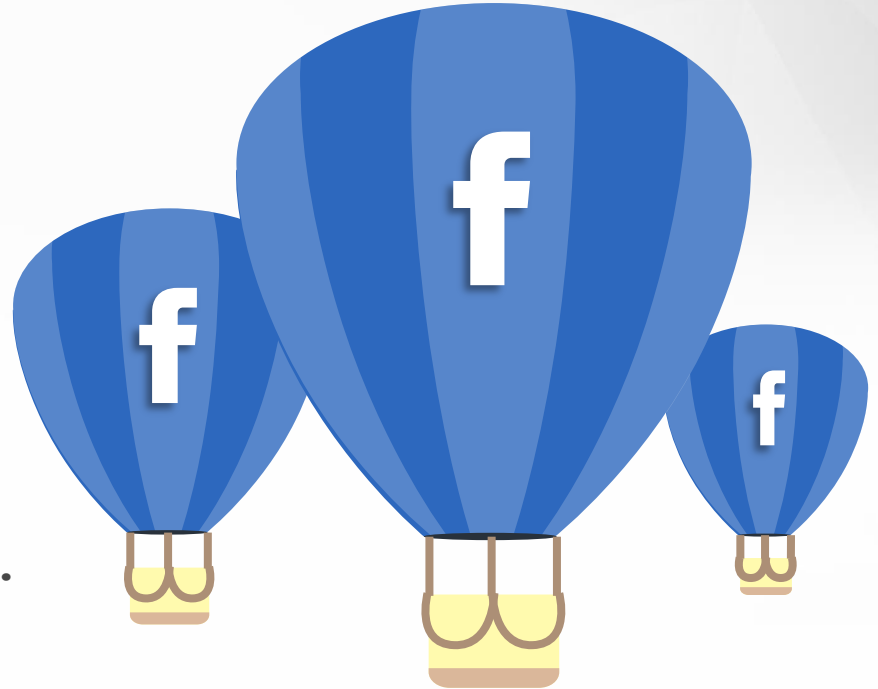
Build Know/Like/Trust (provide content, become the authority or expert)

Can also go Prospect to Lead Page Offer containing Low Barrier Offer



Low Barrier Offer

Short term, low cost, front end \$.

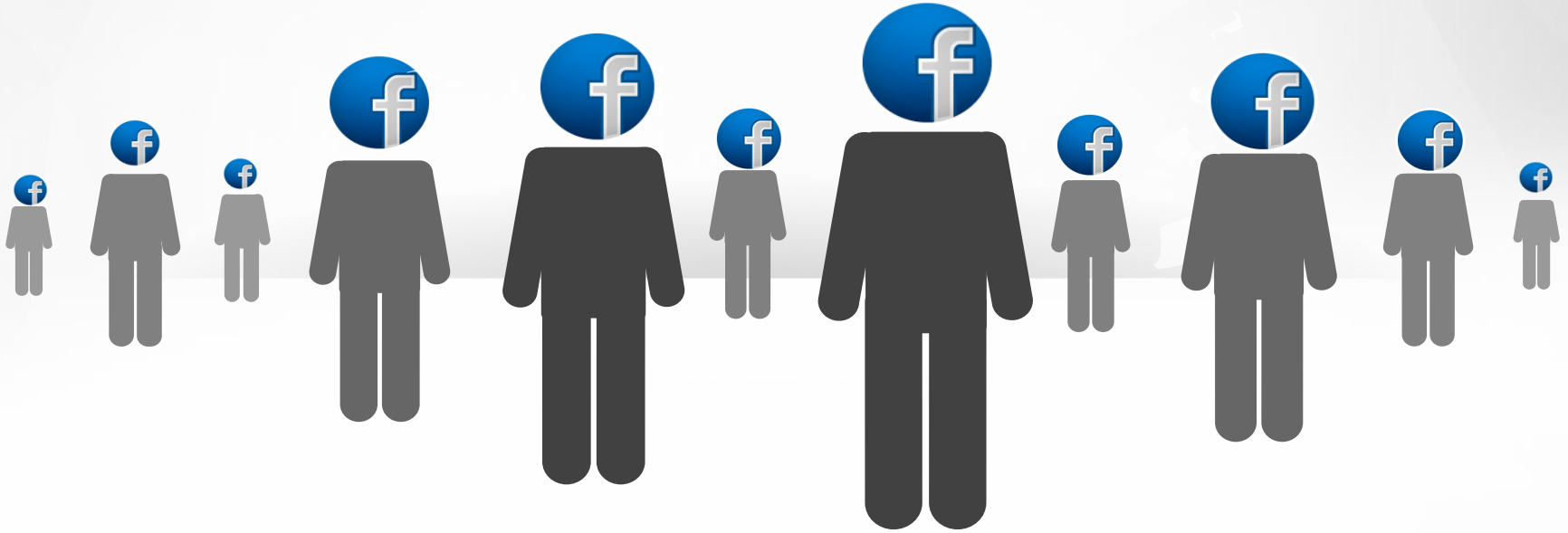




Convert to Long Term /Ongoing

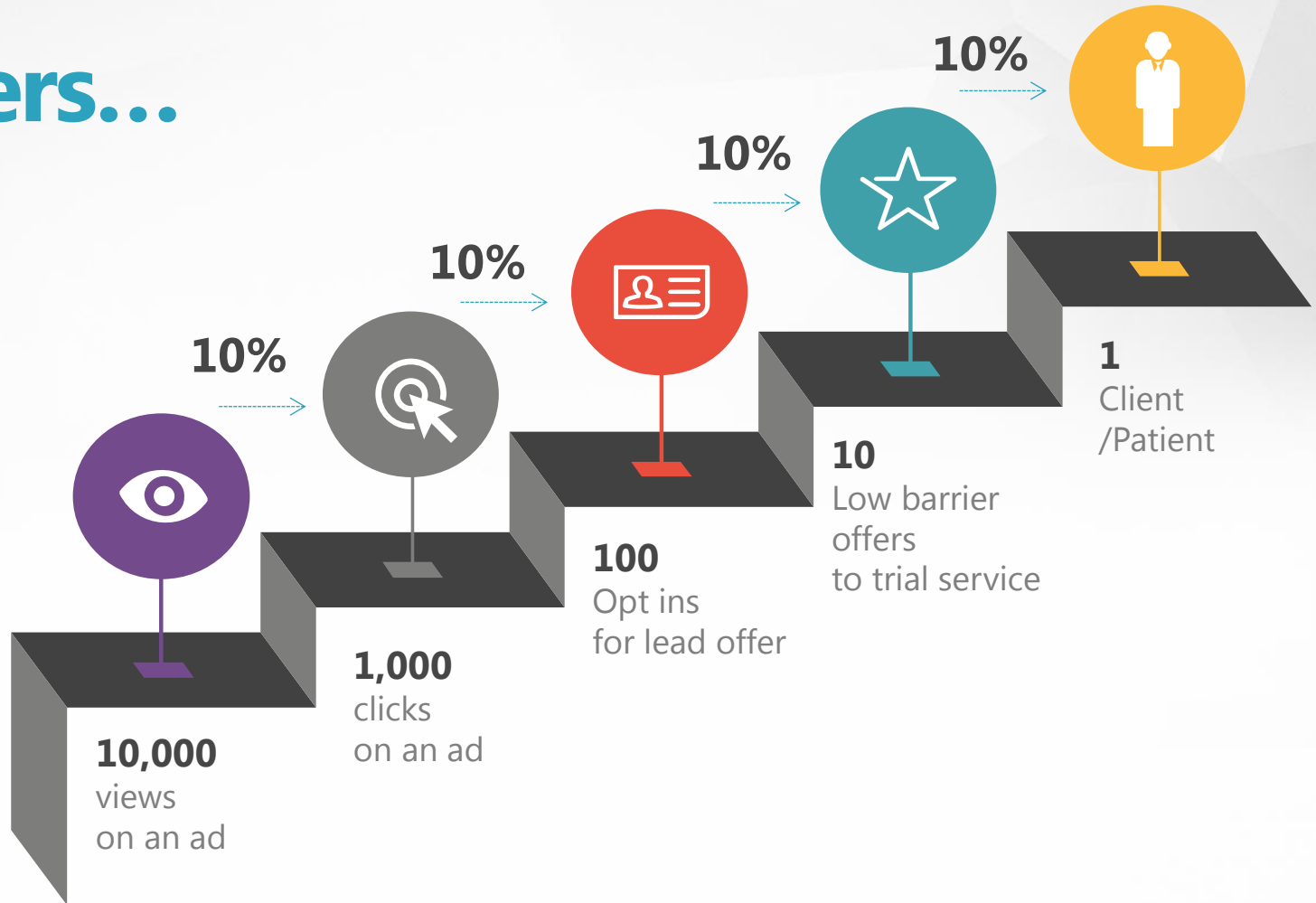
Actions taken, re-spend the front end \$ on them.





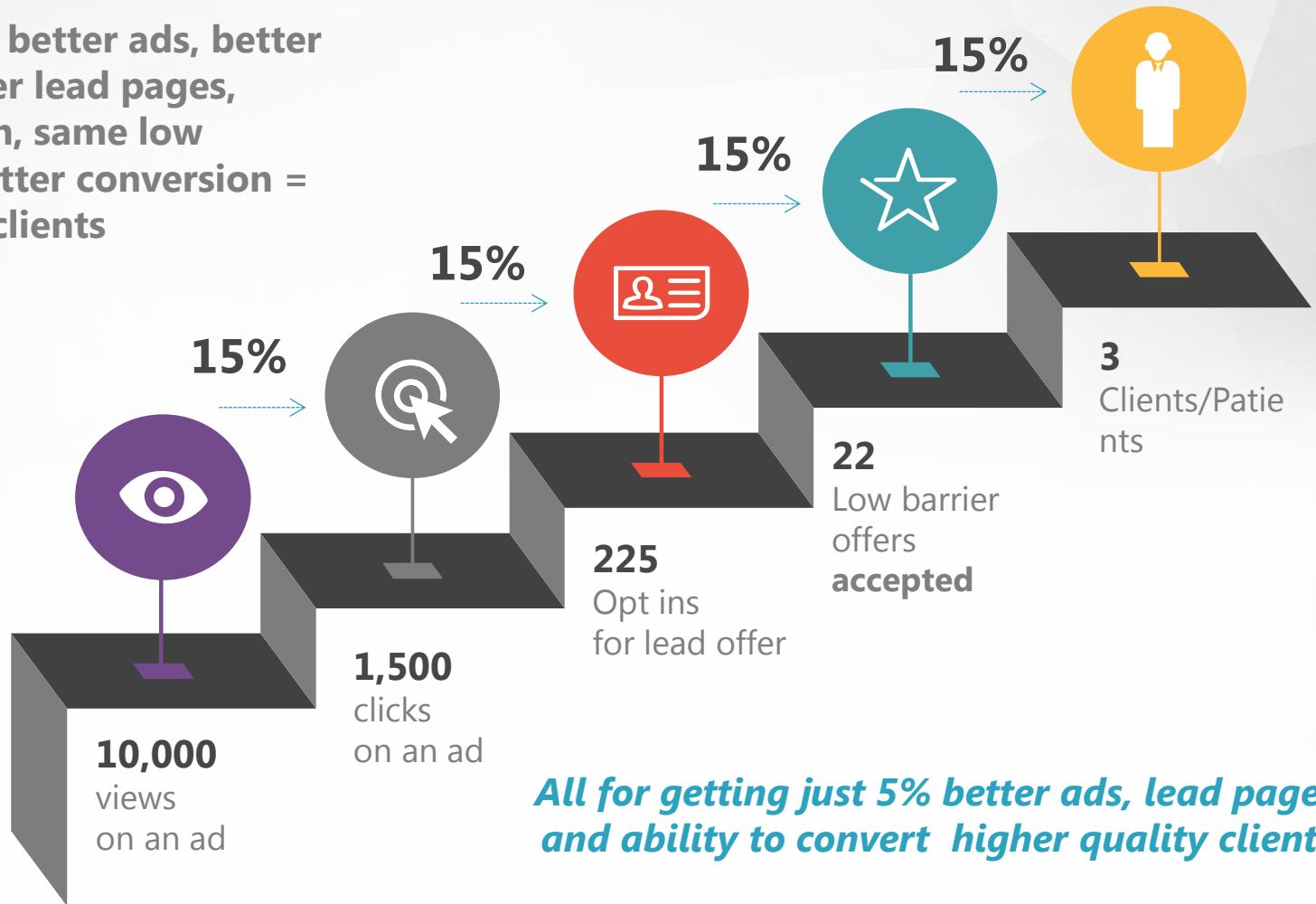
Numbers...

Numbers...



Same Numbers - better ads, better conversion, better lead pages, better conversion, same low barrier offers, better conversion = more long term clients

Say 15%



All for getting just 5% better ads, lead pages, and ability to convert higher quality clients!


Reverse Engineer Client Acquisition



To Do List



determine what
life time value of
client / patient is

 THE WELLNESS BUSINESS SUMMARY

WBS 2015
Facebook Formula Worksheet

Understanding Formulas

Reverse Engineering -- start from the end
Main Product/Program/Service and Cost:
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4. Case Study and PITCH
Lead Page / Squeeze Page Initial Offer:
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Facebook Basics
1. Engagement Contacts
2. Incentivised Check In
3. Tag You
4. Social Proof Pics
5. Auto Content
6. Facebook Ads -- Fans / Custom (email) / Retargeted (pixel) / Saved Tgt Group
Goal > Conversion Pixels > Audiences > Retargeting Pixels > Landing Pages > FB Ads

Life Time Value of Client / Patient

boot camp

2400\$

- average 6 months at \$150/month = \$900
- average supplements and merchandise purchased during 6 months = \$300
- average referrals during 6 months = 1 = \$1200
- aim for Positive ROI in the long run – meaning you can spend up to \$2399 and still come out on top (marketing, provision of service, extras) = be willing to pay to play

chiropractic


1000\$

- average 12 visits \$50/visit = \$600
- average treatment aids purchased during 12 visits = \$200
- average referrals during 12 visits = 0.25 = \$200
- aim for Positive ROI – can spend \$999 (marketing, provision of service, extras)

To Do List



update your life
time value of
client / patient
and share results

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develop a low barrier offer



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Low Barrier Offer – Front end, A taste

boot camp

\$39/\$67/\$97
(but really \$0!!!)

- 4 session web special, 14 day fat loss inferno, 28 day flat belly formula
- nutrition guide
- t-shirt, water bottle, protein bar, wrist band, gift card
- conversion from low barrier offer to long term client is approx. 60%
- goal is to demonstrate value, fall in love with your service

chiropractic


25% off 30 min massage, initial treatment fee (\$35) waived on new patient consultation (\$80), and re-evaluation/new complaint (\$45)

- no long term treatment plans
- professional clinic staff
- beautiful office
- free parking
- offer of coffee, tea, water while patients wait
- baked goods
- free health e-newsletter
- direct billing to 3rd party insurers

To Do List



update your low barrier offer and share with everyone

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suggest ways to
build relationships
with prospects

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boot camp

weekly newsletter – fitness and nutrition – takes time (weeks to years)

- blog - positioning
- Facebook posts, content, recipes, shared materials
 - posting vs marketing – purpose – measurable action
 - automated posting services – to personal page (authority) and to business pages

chiropractic


**daily emails – Daily Health Update
current health research – Chirotrust**

- blog - positioning
- Facebook posts, content, recipes, shared materials
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To Do List



update ways to
build relationships
with prospects

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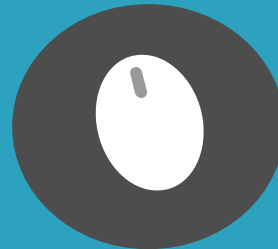
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Lead Page Offer



- ✓ WEBINAR
- ✓ PDF
- ✓ TRIAL SESSION
- ✓ VIDEO SERIES



LeadPages!

To Do List



suggest and share offers that you have used in the past and method of delivery

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what's the purpose? GET THE CLICK!

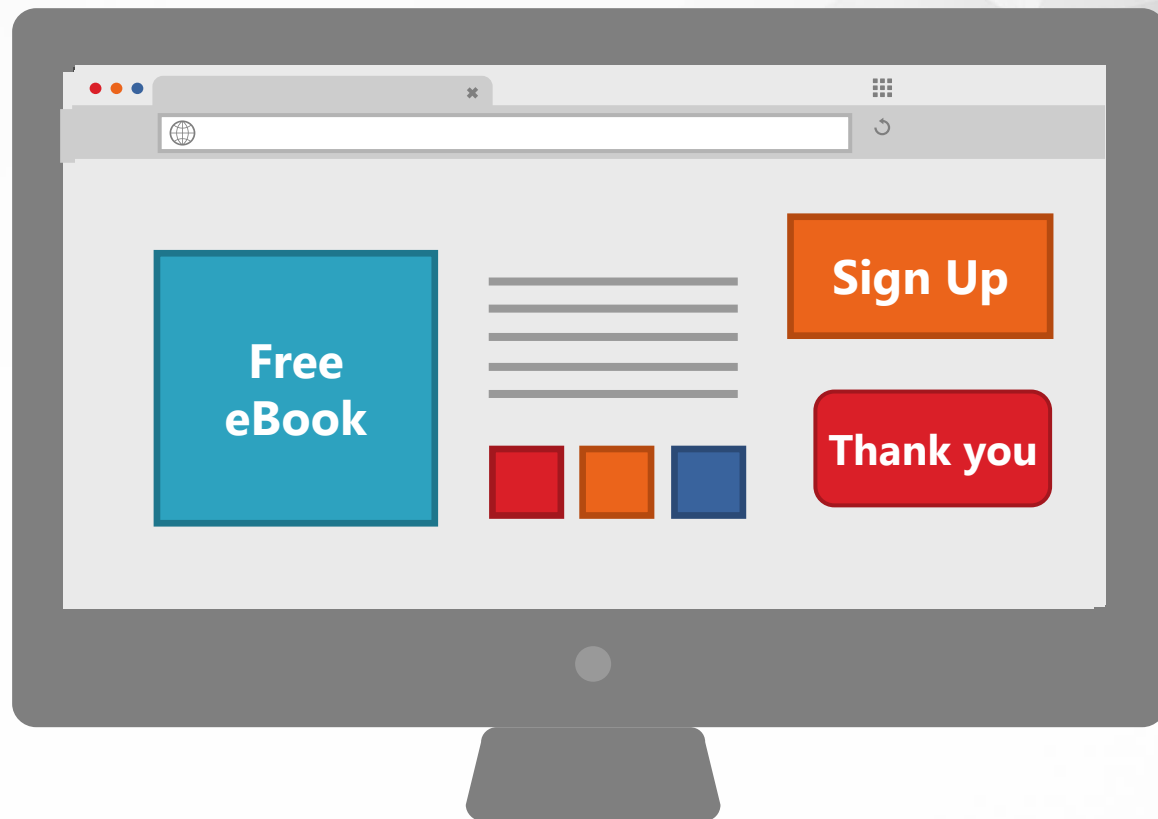


rare to buy from
someone you don't
know, but an ethical
bribe is easy – email
for pdf on...



steps for LeadPages


- ✓ **thank you page**
- ✓ **opt in page with offer & lead magnet (give them something)**
- ✓ **pixels everywhere – track visits to each page, conversions, build new audiences for continued marketing**



To Do List



update offers and
method of
delivery

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Facebook Ads

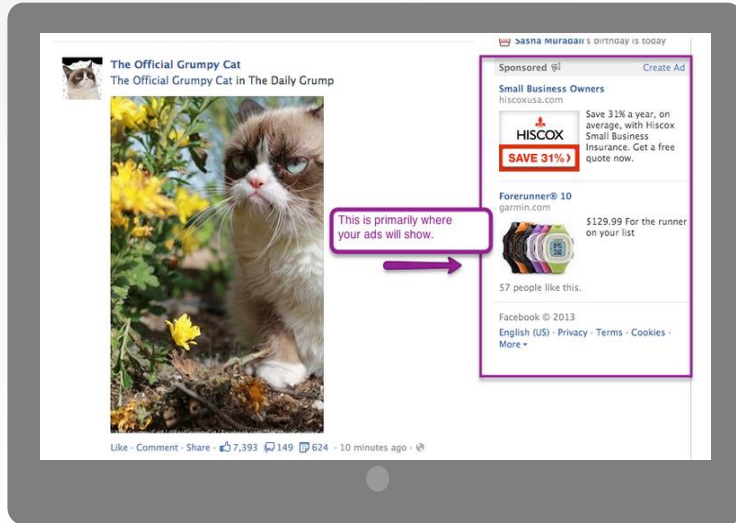


STEP 1
campaign

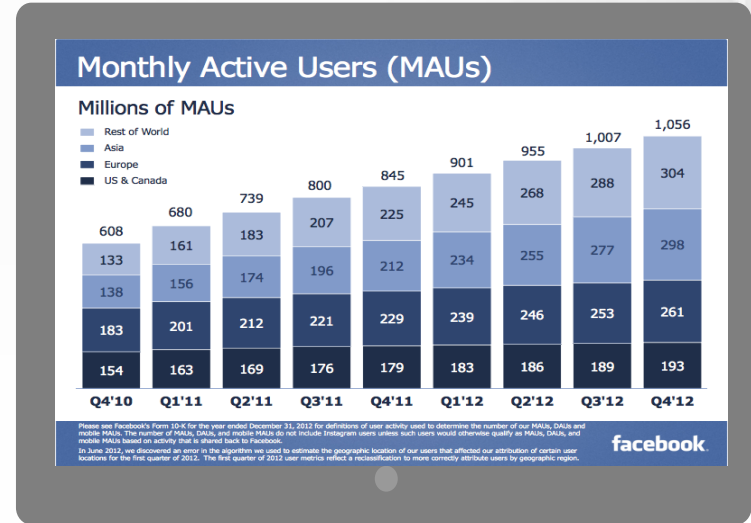


STEP 2
ad set

Facebook Ads



STEP 3
ads



STEP 4
review daily

To Do List




what have others used successfully



develop 3 headlines



develop 1 sentence for each headline

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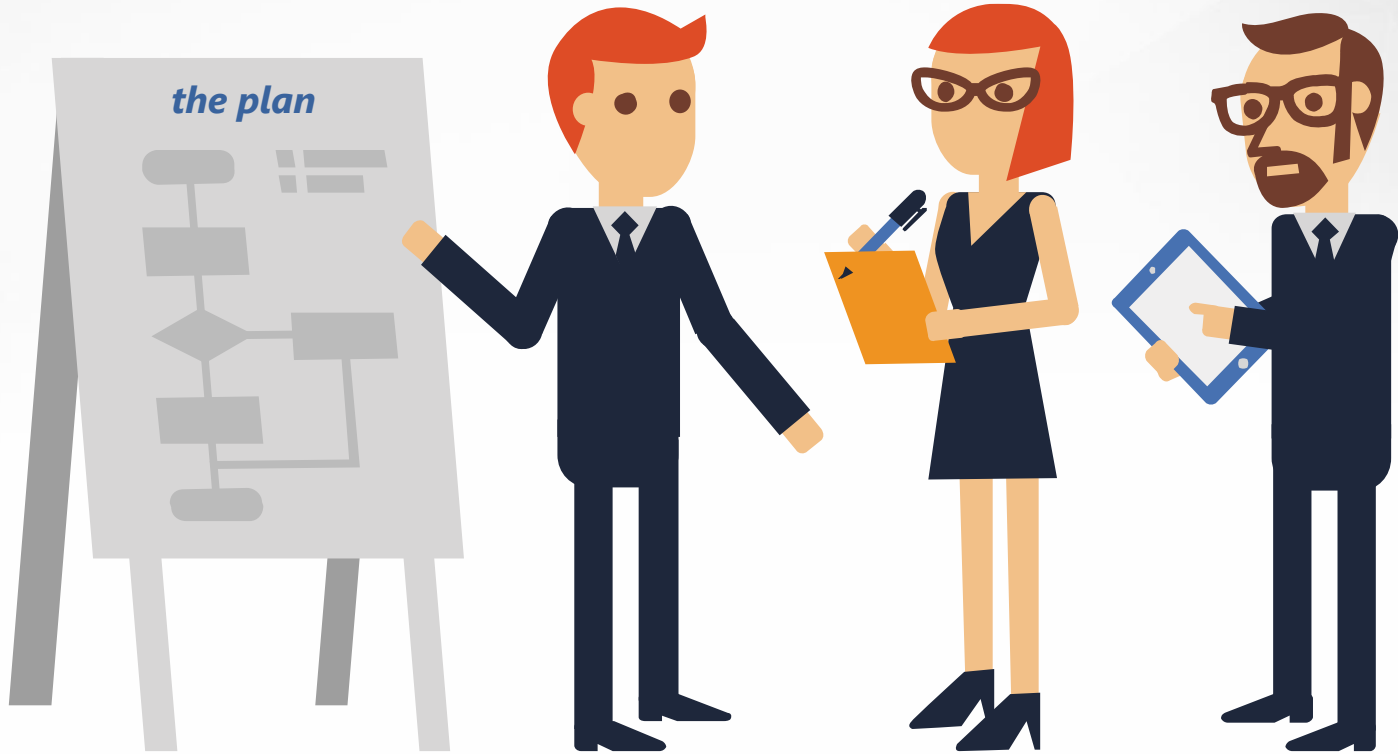
update facebook ads – have a plan for implementation that night

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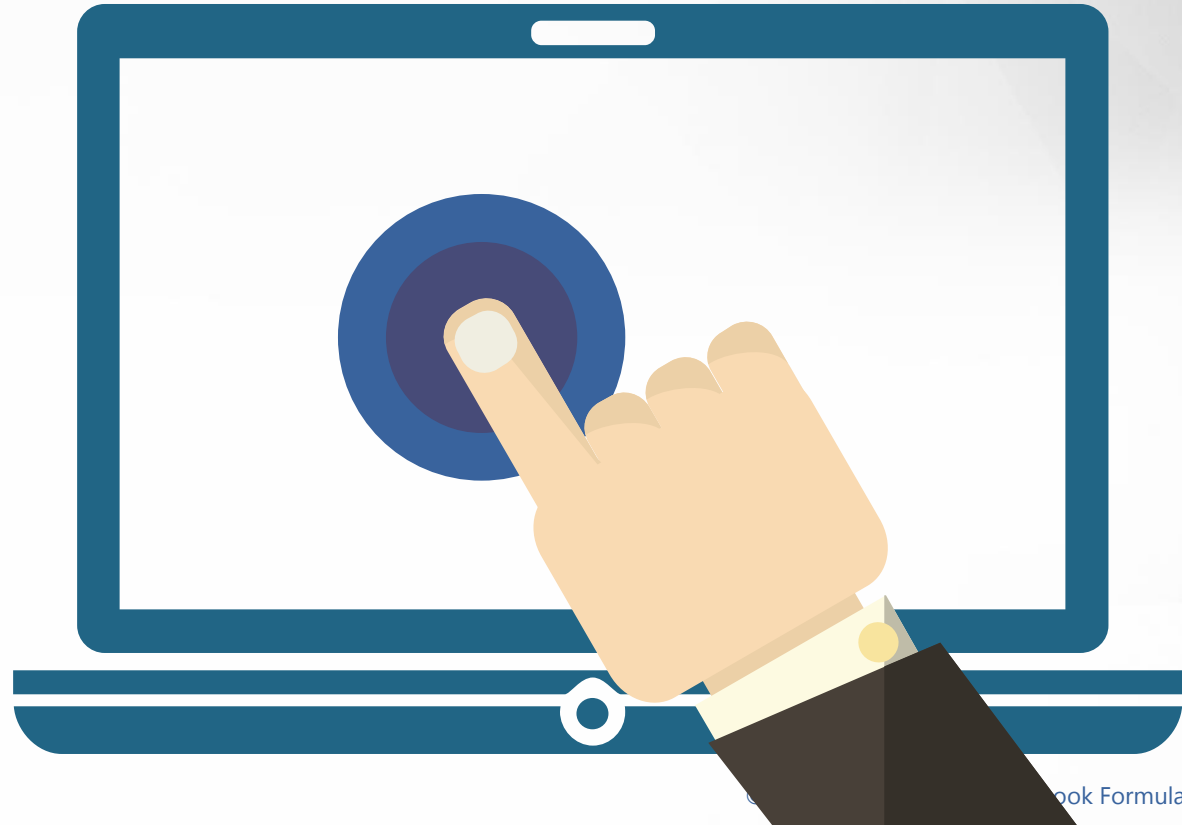
not having a plan



not tracking



**not following
up once a lead
is acquired**





**not utilizing
upsells and
downsells**

**being overly
concerned about
front end \$**



CONTACT ME

Dr. Sean Francis

To book an initial consult with Dr. Francis, please contact Kawartha Lakes Chiropractic at 705-328-9444.