

# Full Stack Marketing Strategy for Growing Companies. That's What We Do.

(Then We Validate it With Paid Advertising.)

Ads are the Easy Part. Let's Work Together to Create a Complete Marketing Strategy for Your Business...

**Please read this guide to understand our methodology, how we work, what we do, and how we help grow & scale your business!**

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## **A Short Note From Rory**

Most people come to us to manage their ad campaigns, even though that is only a small part of what we do. We want you to look at us as your **full-stack, end-to-end Marketing Team**. We don't even think of our company as an "agency". Here's why this distinction is important to you:

According to Indeed.com the average **salary for a Media Buyer is \$54,552 per year** in the USA. That's about \$4500/mo to run and manage your ads. A trained button pusher.

What this means is for about the same price of hiring one average employee, when you work with us, you're getting access to our entire seasoned, in-house team of 1) Monetization Strategists, 2) Graphic Designers, 3) Copywriters, 4) Project Managers, 5) Client Care Specialists, 6) Operations Experts, 7) Statistics Analysts, 8) Business Developers AND 9) Expert Media Buyers - all seamlessly working together to help make your project a success.

I'll say that again. With us, **you get an entire TEAM** of seasoned, vetted, professionals working alongside you for about the same cost of one average employee. *Let that sink in.*

Some of our friends say our prices are ridiculously low for everything you get but, unlike other agencies, we believe in a more holistic approach to business and marketing. What good does it do to "run ads" if your landing page needs to be refined? Or if we can suggest a new headline to test to help your opt-in get twice the results? Or if your follow-up emails can be re-written?

That's why you hire a complete Marketing Team instead. That's what makes us different. That and over \$300 million in results for our clients (and counting).

Because we want you to clearly understand how we're different than a typical agency, we have taken an enormous amount of time to create this document for you for 3 main reasons:

- 1) We both strongly believe it's very important to set clear expectations,
- 2) we both feel it's important to be more relational than transactional, and
- 3) we also want to be **the last "agency" you ever work with.**

**It's as simple as that.** Read on for all the details and let us know if you have any questions.

*Rory*

Rory F. Stern, CEO  
RFSDigitalMedia.com

## What Makes Us Different?

<u>WHAT THEY DO:</u>	<u>WHAT WE DO:</u>	<u>WHY IT MATTERS:</u>
Rush to get ads going as quickly as possible	Validate and baseline your offer, funnel, and tracking before running any ads	You can be sure everything is compliant and working before we spend a dime of your money
Constantly rolling out new creative for your ad campaigns	Build enduring campaigns that can keep working for months/years	With the ads working, we can focus on helping you improve other areas of your funnel and offer
Ignore compliance and policy rules, suggesting multiple accounts and other hacks and "tricks"	We focus on compliance first, and we don't blur the lines on grey area or non-compliant offers	Helps keep your account safe, makes it easier to get it back if something does go wrong
Follow the trend or "system of the day", constantly changing their approach	Keep up with but employ new methods in your account only when tested and proven to produce results	You enjoy the advantage of a proven 6+ year direct response approach, we don't test "ad theory" with your money
Run ads and that's it	Consult with you throughout the whole funnel including offer, copy, images, etc	It's a more holistic approach, more like a partnership that improves your entire system
Ad campaigns that are written to "hack" the algorithm of the day	Direct response campaigns that don't come crumbling down with the most fragile change to the algorithm	Solid ad campaigns based on psychology instead of the whim and fancy of a mysterious, ever-changing algorithm
Copy that is written by template or a computer program, probably used for other client accounts	Original copy written just for you, by professional copywriters who continuously beat controls	You get the same kind of copy responsible for over \$300 million in sales for clients
Offer a "one size fits all" service and approach	We provide multiple levels of support, from one ad campaign to managing ALL your marketing	You enjoy more free time and focus on serving and supporting your clients
Normally run ads only on one network, usually Facebook	Facebook ads? No problem. Google, YouTube, Instagram, Pinterest, Outbrain and others? We got you.	In-house experts on multiple ad networks, if we don't know it we'll pay to learn it for you
No direct access to Facebook or their marketing science team	As a Facebook Marketing Partner, we meet with our Facebook rep every two weeks to review accounts	We provide feedback directly from Facebook and you enjoy an "Umbrella of Protection"
They are a one person "team" and they often outsource the rest (white label) to us or someone else	A full in-house team of marketers, copywriters, campaign managers, etc. with multiple eyes, brains, etc	From this day forward, you'll never have to do it all by yourself again. We are your <b>VIP Marketing Team</b> .

**Keep Reading to Learn More!**

Ready to get started? Go to the last page of this document for Next Steps...

<b>Full Stack Marketing Strategy for Growing Companies. That's What We Do.</b>	<b>1</b>
<b>Ads are the Easy Part. Let's Work Together to Create a Complete Marketing Strategy for Your Business...</b>	<b>1</b>
<b>Things You Need to Know Before We Speak (PLEASE Read This):</b>	<b>5</b>
OUR BELIEFS	5
OUR IDEAL CLIENTS	5
INDUSTRIES WHERE WE REPEATEDLY EXCEL	5
OUR CRITERIA FOR WORKING TOGETHER	6
KEY ELEMENTS TO OUR SUCCESS	7
IS THERE A COMMITMENT OR GUARANTEE?	7
<b>Our Core Tenets (Words We Live By)</b>	<b>9</b>
<b>Estimated Timelines</b>	<b>14</b>
HOW QUICKLY CAN YOU EXPECT TO SEE RESULTS?	14
ESTIMATED TIMELINES (BY TIER)	14
TIER 2 TIMELINE	14
TIER 3 TIMELINE	15
TIER 4 TIMELINE	15
<b>A Few Testimonials</b>	<b>17</b>
<b>A Few Companies We Have Helped</b>	<b>18</b>
<b>Case Study Examples</b>	<b>20</b>
Print Magazine Subscription - 200% Increase in Conversions and 3,145 New Subscribers	20
Keto Diet & Supplements - Nearly 100% More Conversions in 60 Days	20
Personal Defense Company - Over \$135,000 in Sales Within 30 Days	21
SAAS Company (Landing Page Builder) - 81 New Customers in 30 Days	23
<b>Trusted Credentials</b>	<b>25</b>
<b>How Can We Help You? (Our Tiered Service Levels)</b>	<b>26</b>
Tier 1: Compliance & Conversion Consulting	27
Tier 2: Cold Traffic to Proven Working Offers	28
Tier 3: Cold Traffic + Conversion Optimization	30
Tier 4: Cold Traffic + Conversion Optimization + Lifetime Value	33
<b>How We Are Compensated</b>	<b>36</b>
Tier 1 and Tier 1.1	36
Tier 2 and Above	36
<b>Frequent Questions</b>	<b>37</b>
<b>More Resources (Get to Know Us)</b>	<b>40</b>

Ready to get started? Go to the last page of this document for Next Steps...

## **Things You Need to Know Before We Speak (PLEASE Read This):**

We want you to have as much information as possible on how we work together BEFORE we start working together, so please **read this section carefully**. If these things do not resonate with you then we probably won't be a good fit for you.

## **OUR BELIEFS**

1. We believe the company who can spend the MOST to profitably acquire a new customer wins, so we will never chase "the lowest cost" for any of our clients. It's a losing strategy.
2. We believe the company who lives by the front-end also dies by the front-end. The real money is always in the back-end, so you need more than one offer to succeed.
3. We believe if you don't already have a strategy before you run ads, you have already lost. And we hate losing. We NEVER rush to "get ads going". Strategy first, then ads.
4. Speaking of ads, we believe any trained monkey can "run ads". We don't employ trained monkeys but you can find plenty of them on Fiverr.

## **OUR IDEAL CLIENTS**

Most of our clients already have successful 6 and 7-figure businesses. The problem is, when they tried adding in paid traffic to grow and scale, they ran into one of 3 common problems:

1. they just couldn't make paid ads work at all,
2. they couldn't make paid ads scale, or maybe
3. the ads appeared to work for a short time then stopped

At the end of the day our clients all want more customers, so we help them create a strategic marketing plan to get them from where they are now to where they want to go. Then we test and validate the plan by running ads.

We typically don't jive well with people who just want someone to "push buttons and run ads", because this alone is largely a dis-service to their business.

## **INDUSTRIES WHERE WE REPEATEDLY EXCEL**

1. Supplements & Health
2. Ecommerce
3. Info-products in certain niches

- a. Not interested in biz opp, mmo
- b. NO “gurus” (meaning people who have deemed themselves gurus, mostly in the Internet marketing space, solely for the purpose of selling products. We are always happy to work with REAL experts.)

(see “CASE STUDY EXAMPLES” for more industry successes)

*“We specialize in COMPLIANCE. It's the bedrock of everything we do. You don't win the business or ad game by looking for shortcuts, hacks, loopholes, or ways to cheat the system.”*

- Rory F. Stern, PsyD

## OUR CRITERIA FOR WORKING TOGETHER

We have 5 main criteria when it comes to working with a business or business owner:

1. **Fit** - Can I, as the creative director, see myself having very intimate and even at times heated conversations with the business owner? Is there a connection between us that will provide for collaborative and enjoyable work experience?
2. **Excitement** - Does this project make me excited? Will I wake up every day (or most days) excited about working on this project to make it work no matter how hard things get with the campaign?
3. **Impact** - Does their product or service make a positive impact on the clients they serve? Since we have the opportunity to help them reach more people, it is critical that we feel good about introducing them beyond their current sphere of influence.
4. **Mindset** - Does the client or business owner display the right mindset to invest in a cold traffic advertising campaign. We've worked with business owners who think Facebook is out to get them... That Facebook is cheating them and taking their money. Right or wrong in their opinion, this mindset typically leads to failure.
5. **Fee** - Can the client afford our management fee? This is the last criteria. Our services are not cheap, and we certainly earn our fee. However, the client's ability to pay our fee is the last factor we consider. Every deal is evaluated on an individual basis, and if the other 4 criteria are present, we've got the makings of something beautiful.

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## KEY ELEMENTS TO OUR SUCCESS

- **Targeting:** We will identify several interest groups to test and qualify your ideal prospect and customer. This will occur through avatar creation and testing.
- **KPI Development:** We will work with you to identify and create specific KPIs for your business either based on your current AOV, LTCV, or industry standards we have identified across 15 different industries.
- **Website Review:** We will ensure that all landing pages, sales pages, and related traffic funnel assets are compliant and optimized for cold-traffic.
- **Daily Management:** Your account will be reviewed daily to ensure optimal traffic delivery within predetermined KPI. Scaling will be handled and decided upon based on overall objectives, performance, and within spending limits.
- **Optimization:** We will work with your account to optimize all campaigns for the greatest ROI (as decided upon with your team).
- **Reporting:** You will get daily CEO Reports on the volume of traffic, CPC, CPL, CPA, or other as decided upon during strategy development.

## IS THERE A COMMITMENT OR GUARANTEE?

- Please keep in mind that all marketing is testing, no matter what the so-called “gurus” claim. Multi-million dollar marketing campaigns from the most highly-paid marketing minds in the world fail daily. Even if we have had massive success in your market before: Every offer is different. Every ad is different. Every audience is different. Every entry into the ad network is different. Just being real. There are simply too many factors at play with each marketing campaign for anyone to honestly guarantee your success. That said, you do always have our commitment to provide you with the very best effort based on our combined 33+ years of marketing experience and over \$300 million in results for our clients. We can’t guarantee success of every campaign but, if anyone can make it work, we probably have a better chance than most to make it happen.
- **Our ultimate responsibility to you is this: we aim to set every client up for the best possible chance of success by delivering a**

**time-proven service & experience that facilitates the best possible results.**



## **Our Core Tenets (Words We Live By)**

*Please note these are our foundational guidelines. We have found that anytime we stray from these guidelines things tend to go sideways. We have found our most successful clients are the ones who feel the same about this as we do, so if anything we share below does not resonate with you, we hope there are no hard feelings about us having different perspectives here.*

**Please read this section carefully and if you have questions, please ask.**

- We are a **data-driven** and **compliance-focused** company.
- We are 100% here for you but please keep in mind that your business is unique and all of your questions need to be researched before answering. We have found same-day or impromptu calls to be EXTREMELY unproductive because normally all we can do is say “we need to research this and get back to you”. For this reason, the best way for us to communicate is to simply ask us your questions via Basecamp. We will then research and send you a detailed response OR video. This ensures your time is honored and your questions are properly answered. If we need to get on a call we will reach out to you at least one day in advance with a VIP zoom link.
- We don’t make any changes to any page, funnel, ad, adset, email, image, video, copy or campaign unless we believe - based on OUR experience - the data is telling us to make those changes.
- We take a 4-step approach to ALL client accounts. It’s always Baseline, Control, Test, Scale. (Described in greater detail on page 11.) Yes, it’s a bit more methodical than other agencies, but it’s also one of the main reasons we get better results over time.
- If you have existing ads that have worked in the past, we ALWAYS start with what you have first. **That’s your baseline.** *(We do this because 95% of the time we can get our first win for you by improving what you already have by using our own internal 46-point checklist - this can help you get faster results.)*
- We never create new creative just for the sake of “being creative”. Being a data-driven company, we always let the data tell us the story of what to do and when to do it. Constant new creative will NOT help scale your company, no matter what the “guru of the week” says. *(Our track record has proven we consistently out-perform the other agencies who launch new creative daily just for the sake of looking busy.)*
- **We are your allies and never your adversaries.** We are on your side, always.
- **That said, we have a zero tolerance for rudeness to our team. We are willing to move heaven and earth and even weather the fiercest storm alongside you to get**

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**you results, so please be courteous.** The moment things become argumentative or negatively contentious, we will part ways and there are no refunds.

- The best way for us to communicate is to simply ask us your questions via Basecamp. We will then research and send you a detailed response OR video. This ensures your time is saved, everyone sees your question and your questions are properly answered.
- Remember, we must rest on occasion, so the best time to reach us is between 9am-6pm Monday-Thursday and 10am-2pm on Fridays (all times Eastern). Our offices are closed on all USA Federal holidays. We enjoy spending time with our friends and family, and we take our downtime seriously so we can be recharged and give you our very best during office hours.
- If you ask us on Friday, Saturday, Sunday or on a USA holiday to do a major thing, it will most likely be Monday (or the next business day) before we will even see the request. Our days are normally already filled before we start the day. See working hours above.
- But don't worry, your campaign manager checks your campaign daily - we just don't do other client activity on non-business days (like calls, changes, etc).
- **We work on ONE thing at a time. One network at a time. We don't cut corners. We don't rush anything. We don't sidestep our SOP's. Ever.**
- We don't channel other people's techniques. Yes, between us we probably know them all (Ovens, Brooks, Brunson, Kern, Bond, Billy Gene, etc) but you are paying for OUR expertise in scaling campaigns and the results we can get by running ads in our unique way. Sure, we'll always take input and test out things if you wish, but this will always be done alongside OUR ad methodology and not in place of.
- If you want someone to exclusively run ads your way, it's probably best to hire an employee of your own instead of hiring our team. That is in no way intended to sound rude, just that **when you hire us you are also hiring our process**, not anyone else's.
- Marshall Goldsmith once said, "What got you here won't get you there". You already know building a company is not the same as growing is not the same as scaling. We help companies SCALE with paid advertising to cold traffic. We applaud your results to get to where you are, so now please let us help take you where you want to go.
- You need to know up front that much of what we do is and will be outside of "Facebook standard practice", but they have acknowledged repeatedly that our methods often work better than their "methods designed for the masses". In fact, Facebook has given us a top 2% agency growth report card for the past 2 quarters so it seems to be working.

Ready to get started? Go to the last page of this document for Next Steps...

- With that said, we have no ego in our technique so, if you encourage us to try something that works better, we'll do more of that - as long as it does not impact what we're already doing. Our #1 priority is for you to get the best results possible. Always.
- When we give you an ad to review, it is because we believe it is ready to be deployed, but you will always have the opportunity to approve all ads before they go live, unless you tell us to "just run with it". The last thing we want is a bottleneck with approval. We will determine in our onboarding the length of time we will wait for approval before proceeding based on our experience.
- That said, when you are making a decision about giving us the go-ahead, know that 1) we have already gone through our own internal review and 2) we'll never show you anything unless we believe it will work. Please bear that in mind.
- When we begin working together, we communicate 100% via Basecamp, and this is so everyone working on your project gets all notifications every time. The last thing we want is for someone on the team to miss an important update. We don't use email, text, messenger, WhatsApp, Voxer, or carrier pigeon.
- Please use Basecamp for all communication. Our policy is **"If it isn't requested or documented in Basecamp, it didn't happen"**.
- *(Yes, I know the Basecamp point is repeated, IT'S THAT IMPORTANT.)*
- The clock starts when the team begins working on your account, not when we start running ads. This includes setup, review, onboarding, creating images, writing copy, etc. It all takes time and it's all part of the process. Billing happens every 30 days so the faster you complete your onboarding the sooner your campaign manager can get started.
- Our preferred method for payments up to \$9,999 is having a credit card on file, both for our convenience and for yours. For payments \$10,000+, ACH is recommended.
- You will receive daily (Mon-Fri) CEO Reports on the state of your ad account, so you'll always know how things are going every morning. If you need additional information, let us know and show you how to easily gather it. (Note: if there is a US Federal Holiday, you will receive the report on the next business day.)
- We can only fix problems we know about. If it is within the scope of our work together, please tell us about any concerns you have ASAP (in Basecamp) at the time you find it so we can properly address any issues as close to real-time as possible.

Ready to get started? Go to the last page of this document for Next Steps...

- Speaking of that, if you change ANYTHING within the scope of our work together, be it in your ad campaign, your funnel, your funnel URLs, your email follow-ups without telling us and, especially if it breaks something, we are not responsible for any issues your activity creates with ad performance, tracking, etc. If necessary, we will be happy to help guide you in how to fix it, but we are only responsible for the things we do.
- If we ask you for assets, changes, ideas, etc we really need you to provide them in a timely manner, the same as you expect from us. We ask for these things for a reason and, unless we agree otherwise, we will need you to provide that thing before we can move forward with another thing.
- Your project manager can either schedule regular weekly, bi-monthly or monthly calls, or we are happy to meet with you on an as needed basis - just set up a call anytime with your private client VIP link (no more than one per week please, so we can focus our attention on managing your ad account. Our most successful clients get everything they need from the daily reports.)
- We are ultra-conservative with our projections and even more conservative with managing your ad budget. We watch every dime and spend it like it's our own, meaning we'll always allocate your budget in your best interest, based on our experience. *(Not like the other folks who tell you to start at \$1000/day on untested offers.)*
- Our proposals have a shelf life. What that means if we met at an event or had a call last year, that pricing has expired. We are always happy to honor the current pricing as noted in the latest version of this document. If the fee changes before you sign on with us, your price is the current price. We do not hold spots or prices.
- **We do not provide references.** There are many reasons for this, mainly because we both have always dedicated ourselves to our clients' privacy. We are both well-known in our industry, and people choose to work with us as trusted consultants and advisors because they know we will never use their names or interrupt their privacy for our own personal benefit (just as we won't interrupt yours). This has never been an issue for any of our past clients. Please do not ask. *(Unsolicited testimonials are provided on upcoming pages, and you are always welcome to do your own due diligence.)*
- We do not provide samples of our work for the same reason we do not provide references. This has never been an issue for any of our past clients. Please do not ask.
- On the same note, **we respect YOUR privacy.** We will never ask you for the contact information of previous vendors with whom you have worked, or inquire as to the experience they had with you. In all our years in this business, I guarantee we have heard or experienced as many "bad client" stories as you have had or heard "bad vendor" stories. Let's agree together right now to leave the past in the past and start

Ready to get started? Go to the last page of this document for Next Steps...

together fresh and on the same page, without the baggage of any of those sordid tales of woe.

- **There will always be a bad week (or maybe a bad month).** Your CPA may skyrocket. Your ROAS may nosedive. Algorithms may change. Costs will ALWAYS keep going up. Facebook may even arbitrarily take down your ad account or business manager. We've seen and fixed it all. So, please don't panic when any of this happens. We got you.
- Finally, we work hard for you, but we love having fun and we don't take ourselves too seriously. This means you shouldn't be surprised if we drop an occasional emoji. 😊

## **Estimated Timelines**

### **HOW QUICKLY CAN YOU EXPECT TO SEE RESULTS?**

No other agency we know of will tell you this...

There is no “one size fits all” answer, and anyone who says there is is probably lying to you (or they don’t know). Some of our clients get big wins after a month, often it takes longer.

***IMPORTANT:*** *Even if we have had massive success in your market before: Every offer is different. Every ad is different. Every audience is different. Every entry into the ad network is different. Just being real. Below is our normal timeline. There should be no expectation we can or will accelerate this timeline. We often see results much faster, but we approach every project professionally and we don't skip steps. You can't rush something you want to last forever.*

That said, in general, here's the high-level of our 4-step process and how you should expect your account to grow and be managed. (No step is ever skipped or rushed, please do not ask):

1. **Baseline.** What's working now or what has worked before. Even if it's not growing or scaling like you desire, we ALWAYS start with the baseline. If a baseline does not exist, we ALWAYS start by establishing a baseline. This takes a minimum of 2 weeks.
2. **Control.** After we understand where you are now, we will establish and test a new control to test against the baseline.
3. **Test.** This is where we validate whether the new control is capable of beating the baseline. If it is, we scale. If it's not, we reset and try another approach.
4. **Scale.** This is where the fun begins, and it's normally in month 3-4, although it can take longer. Sometimes it happens faster with a unicorn offer!

### **ESTIMATED TIMELINES (BY TIER)**

Here are the average timelines (per Tier, as explained later in this doc).

#### **TIER 2 TIMELINE**

This timeline is not guaranteed as it can be impacted by many factors beyond our control. We will endeavor to meet this timeline as closely as possible for each client. If you do not have a track record and at least 100 sales, you must expect to add 1 month to the beginning of this process (after your full and complete onboarding).

Ready to get started? Go to the last page of this document for Next Steps...

- **Week 1.** Onboarding week, you will complete our intake form then, when we have validated everything, we will schedule your kickoff call.
- **Week 2 - 3.** Validating baseline and what does and doesn't work. Confirming any existing KPI's, verifying the existing sales process for compliance and scalability, and validating all tracking is in place and setup correctly. Potentially leverage existing ads or set up some new test ads.
- **Week 4 - 8.** Establishing new controls and begin testing in larger volume.
- **Week 9 - 12.** Continuing to test to beat controls and begin to scale
- **Week 12+.** Continuing to scale and always working to beat the control as per KPI's. Working toward % of ad spend commissions versus flat fee.

### **TIER 3 TIMELINE**

This timeline is not guaranteed as it can be impacted by many factors beyond our control. We will endeavor to meet this timeline as closely as possible for each client. If you do not have a track record and at least 100 sales, you must expect to add 1 month to the beginning of this process (after your full and complete onboarding).

- **Week 1.** Onboarding week, you will complete our intake form then, when we have validated everything, we will schedule your kickoff call.
- **Week 2 - 3.** Crafting new ideas for compliant scaling of lead magnet, funnel, offer, copywriting, images, etc. (Building is NOT the same as scaling)
- **Week 4 - 8.** Validating baseline and what does and doesn't work. Confirming any existing KPI's, verifying the existing sales process for compliance and scalability, and validating all tracking is in place and setup correctly. Potentially leverage existing ads or set up some new test ads.
- **Week 9 - 12.** Establishing new controls and begin testing in larger volume.
- **Week 13 - 16.** Continuing to test to beat controls and begin to scale
- **Week 17+.** Continuing to scale and always working to beat the control as per KPI's. Working toward % of ad spend commissions versus flat fee.

### **TIER 4 TIMELINE**

This timeline is not guaranteed as it can be impacted by many factors beyond our control. We will endeavor to meet this timeline as closely as possible for each client. If you do not have a track record and at least 100 sales, you must expect to add 1 month to the beginning of this process (after your full and complete onboarding).

- **Week 1.** Onboarding week, you will complete our intake form then, when we have validated everything, we will schedule your kickoff call.

- **Week 2 - 4.** Crafting new ideas for compliant scaling of lead magnet, funnel, offer, copywriting, images, etc. (Building is NOT the same as scaling)
- **Week 5 - 8.** Validating baseline and what does and doesn't work. Confirming any existing KPI's, verifying the existing sales process for compliance and scalability, and validating all tracking is in place and setup correctly. Potentially leverage existing ads or set up some new test ads.
- **Week 9 - 12.** Establishing new controls and begin testing in larger volume.
- **Week 13 - 16.** Continuing to test to beat controls and begin to scale
- **Week 17+.** Continuing to scale and always working to beat the control as per KPI's. Setting up elements in the front-end to support the back-end we will soon be building. Working toward % of ad spend commissions versus flat fee.
- **Week 21+.** After we have stability in ads and front-end, we begin working in a focused way to build the back-end, where most money is actually made in real businesses.

***KEEP IN MIND... how long it takes to see results really depends on where we're starting from, so another VERY important consideration is this...***

Ideally, we would start with you already having at least 100 purchases of the specific product you want us to promote. If you don't have at least 100 purchases of that specific product or, if you're transitioning the product from B2B to B2C, we will basically be starting from scratch. *(You may or may not agree with this perspective but, from a media buying perspective, I guarantee this is definitely the case.)*

The lower down on this list we begin, the longer it will take to achieve ROI.

- Over 100 specific product purchasers (fastest)
- Overall customers
- Sales page traffic
- Segmented email list subscribers
- Overall email list subscribers
- Website traffic
- Page engagement
- Video views
- Page followers
- Cold traffic, no sales, new product, new offer, existing offer to a completely new audience (slowest, add at least a month to any timeline)

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## **A Few Testimonials**

We let our results speak for us. Here is what a few folks have shared...

*Rory is the real deal. If you need someone who not only knows what to do in good times but also in bad times, Rory is your man. He knows how to climb the mountains and put out the fires.*  
Justin Brooke

*Hey Rory, I have a friend looking to change agency. Asked me for a reference and you're the best I know. He's into [niche] so definitely need a guy that knows the boundaries perfectly and I couldn't think of a more ethical firm than yours.*  
David F.

*I've run an agency for 20 year and, if I had to start over again tomorrow, Rory F. Stern would be on a very short list of people I'd rely on for expert advice. You can't go wrong taking advantage of this (insane) offer.*  
Shawn Twing

*We implemented just one principle that Rory talks about using with his images that convert and we immediately cut our lead costs in 1/2. My team and I haven't seen lead costs that low in 2 years. We've used other services and their deliverables just don't compare to the quality his team produces.*  
Eric Michael Collins

*Rory and his team at RFS Digital Media have done an outstanding job of helping me build my business. Utilizing their expertise allowed my company to effortlessly make a lot of money. He's definitely my go-to Facebook guy.*  
Jason Hanson

*"Rory Stern"... that's the name you not only don't want to forget, but that you want on Speed Dial... that is, if you're looking for someone who is honest, reliable, easy to work with, and an expert at marketing. He'll ensure that you get your ads right, spend your money in the right places, track your results, and keep you updated so you are always informed as to your ad spend and the results you are getting.*  
Martin Howey

## A Few Companies We Have Helped

(Either together or separately)



Before you ask if we have experience in YOUR market, we probably do - but please realize that even if we don't, if we have succeeded in all the markets above, we can surely succeed in yours.

**People are people.** And, once we get it dialed in, we can sell a viable offer in any marketplace.

**Our successful experience includes:** Alternative Health, Alternative therapy, Beauty Supplies, Coaching, Congressional Campaigns, Consulting, Craftsmen, Deck Builders, Diet, Ecommerce, Essential Oils, Fitness, Former Spies, Golf, Hair Care, Health, Hypnosis, Influencers, Internet

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Marketing, Keto Diet, Law Enforcement, Make Money Online, Meditation, Network Marketing, Outdoor Goods, Outdoor Training, Personal Defense, Personal Development, Personal Safety, Physical Products, Precious Metals, Professional Services, Promotional Manufacturers, Public Speaking, Real Estate, Self Defense, Software (SaaS), Supplements, Survival, Tennis, Trading, Watches, Webinars, Women's Clothing, Women's Fashion, and probably a few more we have forgotten to list.

***A few of these case studies follow...***

## **Case Study Examples**

Please note: we have had a few folks comment on our case studies that "some of these aren't that impressive". Ah, but some are. Besides, our focus is on being realistic rather than exaggerating results to impress you (like the other folks try to do). Experienced marketers know that all marketing is not a home run, and base hits very often win the game.

### **Print Magazine Subscription - 200% Increase in Conversions and 3,145 New Subscribers**

**Background:** The owner of the business was managing the paid traffic himself while also overseeing the overall growth and direction of growing company and team. He did not have enough time in the day to manage both tasks and needed help to reach his goals.

**The Challenge:** The business owner had gotten very good results up to \$700 / day in ad spend on Facebook. Any time he tried to scale beyond that, everything fell apart.

**The Strategy:** Our initial strategy was pretty simple. We re-organized the account setup and structure. We found opportunities to optimize the campaigns at both the targeting level, campaign objective, and use of creative through a TOF, MOF, and BOF approach.

**The Results:** Within the first week we were able to quickly break past the \$700 / day in ad spend. We helped the client finish off the year with an additional 3,749 paid print subscribers through paid traffic alone.

Most recently, we scaled the client's ad spend to \$15,000 / day which brought in an additional 3,145 subscribers that calendar month - through paid traffic alone. The client also noticed between a 2:1 and 1:1 increase in organic subscriptions compared to paid subscriptions.

### **Keto Diet & Supplements - Nearly 100% More Conversions in 60 Days**

**Background:** The client was introduced to us through their copywriter who had consulted with us on the sales letter. Their ads were getting rejected by Facebook for policy violations. The copywriter was going to clean up the sales letter and get it ready for us to run.

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**The Challenge:** When the client engaged with us, they were only spending \$1,000 / month on ads with a 2.36 ROAS. When asked why they weren't scaling, they let us know that every time they scaled, their ads were getting rejected.

We immediately reviewed the salesletter and found several instances of non-compliant copy that were still present. During that review, we also found several elements to the salesletter that were likely, based on previous experience, reducing conversions.

**The Strategy:** Based on our findings, we let the client know that we needed to first make significant changes to the copy on the salesletter. We informed them that these changes would in all likelihood make things worse at first, and would provide an opportunity to then test, improve, and scale once we had data.

They agreed to everything, and we got to work.

**The Results:** In Month #1, we spent \$1,560.32 to generate \$6,064.71 in revenue, for a ROAS of 3.89. In Month #2, we spent \$21,948.71 on ads to generate \$87,483.14, for a ROAS of 3.99.

In total, we worked with the client for 6 months until they had the opportunity to sell their supplement company for a nice profit.

*NOTE:* This account represents 1 of 3 "Unicorn" campaigns we have had the pleasure of working on and supporting. They had a GREAT offer, at the right time, and we couldn't throw money at it fast enough.

## **Personal Defense Company - Over \$135,000 in Sales Within 30 Days**

**Background:** This client came to us while already working with another agency who they felt were not testing enough nor did they believe they had a sound fundamental strategy.

This client was already spending between \$250,000 - \$300,000 / month on ads with a consistent 2.5 - 3.00 ROAS. They believed they could be doing much better and wanted a new strategy.

**The Challenge:** Simply put, we were given the task to compete against an existing agency who had been working with this client for an unknown period of time. Suffice it to say, they had a strong head start in the relationship.

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Almost immediately out of the gate, significant communication and expectation issues arose between our agency and the client.

As it would turn out, the results we were able to achieve meant little and took a backseat to personality conflicts with one of the team members resulting in various communication issues.

**NOTE:** This story doesn't have the happiest of outcomes and demonstrates that you can be doing a lot of the right things and still be wrong (and get fired).

**The Strategy:** Upon reviewing the existing ad account and strategy, we identified a few key areas that we believed (quite confidently) would immediately improve the results of the campaigns.

In our ad account, we implemented a tight and organized campaign structure utilizing both CBO and ABO. We got very specific with our targeting options and implemented a direct response approach (i.e., specific targeting groups either individually or by theme relevant to the product).

We removed the "expand targeting" option and isolated lookalike audiences to identify which ones were producing the greatest ROAS so we could separate out all combined lookalike audiences (which was the other approach the agency was using).

The best way to describe what we saw, with all due respect, was a poorly organized, executed, and managed account. There were sloppy mistakes being made that were costing the company sales and profit.

**The Results:** Within the first 30 days, our simple campaign structure and strategy outperformed the existing agency. We generated \$135,673.81 in sales from \$40,176.08 in ad spend (ROAS of 3.38) compared to the existing agency generating \$637,596.36 in sales from \$218,824.33 (ROAS of 2.91).

Based on our performance, and the results, we were asked to scale and went on to generate \$792,450.30 in sales from \$174,586.75 in ad spend (ROAS of 4.54). The previous agency, during that same time, generated \$1,152,337.91 in sales from \$314,625.22 in ad spend (ROAS of 3.66).

In our 3rd, and final month, we again outperformed the existing agency with a ROAS of 2.79 compared to 2.61. We also outlined, built, and launched an interactive quiz for the client that immediately saw a 5.92 ROAS in the last week of our engagement.

**Why were we fired?** There were significant red flags between both parties in our ability to communicate and resolve conflict.

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**The Biggest Takeaway:** Since ending this relationship with the client, they have left us with access to both ad accounts (the existing agency and what we used). Looking back at the data, from previous months and even “today”) our organized and long-term campaign strategy (in an account NOT even actively being managed by anyone) is outperforming an agency that is constantly launching new campaigns and turning off campaigns that only work for 2-3 days.

## **SAAS Company (Landing Page Builder) - 81 New Customers in 30 Days**

**Background:** The company is the third, if not fourth, SaaS company built, operated, and owned by one of the current co-founders. The previous softwares have all been standouts in their respective service category for the digital marketing community.

**The Challenge:** Our team was brought in after significant tracking issues were brought to light and into question. Our task was restructure a new ad account, dial in tracking, and acquire customers at \$497 or less.

**The Strategy:** We started with a brand new ad account, a shared picture, and a dedicated funnel that no one else had ever run traffic to before.

We reviewed the existing ad account to identify what worked, what didn't work, and what had already been tested. Based on that review, we started from scratch with a brand new strategy. It was quite simple. We promoted a lifetime offer to members of our target audience with straightforward copy using a 4x speed video of the tool in use.

We followed up to non-buyers with retargeting ads that were all benefit driven and reminded them of the lifetime offer by signing up today.

**The Results:** In the first 30 days, we brought in 81 new customers at an average cost per acquisition of \$290.80. The CPA did fluctuate and began to increase due to market conditions and certain events affecting the globe.

The company moved quickly to restructure the offer by adding in a lead generation component (free level of software access) followed up by an opportunity to upgrade.

This new campaign resulted in 3,993 new software users (free trial) with 107 upgrades at \$307.62 CPA.

While on the surface, the CPA did increase, the resulting lead capture and additional sales from in-house marketing more than made up for the difference. Based on our ability to track additional sales, outside of our direct influence, we additionally generated another 31 back-end lifetime customers for a total of another \$15,407.00 in extra revenue for the company.

*NOTE:* The strategy was simple and straightforward and brought in incredible results because the company put together an irresistible offer that converted beautifully to cold traffic.

**See Even More Case Studies at:**

<https://rfsdigitalmedia.com/category/case-study>



## Trusted Credentials



As a Facebook Marketing Partner, **we are a Facebook recommended agency**. On a recent call with our Facebook Partner Manager he shared “You’re an ultimate case study for the success of the Facebook Partner Program”, and we think that’s pretty cool.

<https://www.facebook.com/business/partner-directory/details?id=341639356531470>

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A Master Certified Media Buyer has experience with campaign strategy, creating ad creative, campaign optimizations that meet your desired goals. They may also have experience in multichannel campaign planning and scaling campaigns to other networks.

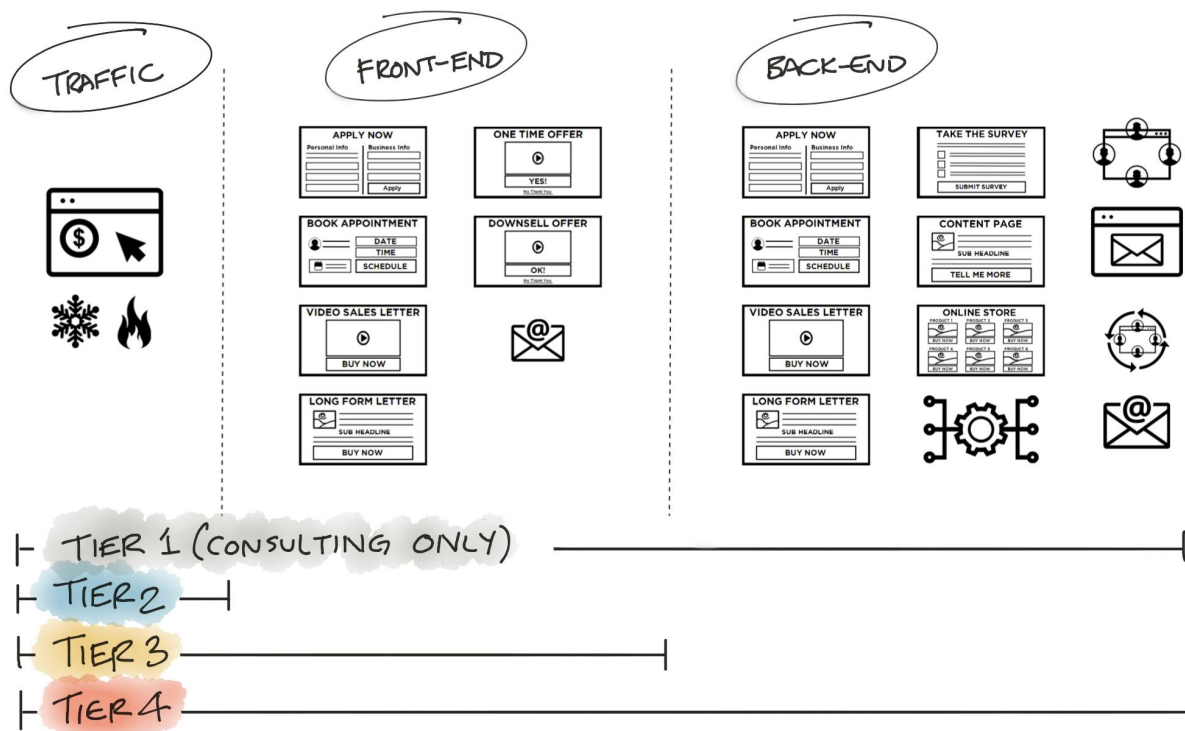
## How Can We Help You? (Our Tiered Service Levels)

Let's get down to the nitty gritty. Our ongoing support offerings are described in 4 Tiers.

In summary:

- **Tier 1 - Consulting ONLY.** You run your own ads with our advice, insight and input.
- **Tier 1.1 - Consulting + Protection.** You run your own ads with our advice, insight and input, PLUS your business manager and accounts are covered by our Facebook Marketing Partnership “Umbrella of Protection”.
- **Tier 2.** We are creating a marketing strategy for your offer and then testing it by running traffic to your offer and scaling. You completely handle your front-end and back-end.
- **Tier 3.** Everything in Tier 2, PLUS we are completely managing/testing your front-end funnels per OUR methodology. You handle your own back-end.
- **Tier 4.** Everything in Tier 3, PLUS we are completely managing/testing your back-end to improve LTV. We do it all for you. At this tier, we are your **complete marketing team**.

This image demonstrates what we mean by the terms used in describing each tier in greater detail on the following pages.



Read on for more details on our Tiers...

Ready to get started? Go to the last page of this document for Next Steps...

## **Tier 1: Compliance & Conversion Consulting**

**You are covered under our Umbrella of Protection.**

Who this is for:

- You want to run your own ads, but you also want the benefit of consulting and support from a higher-level company with a direct partner manager relationship with Facebook. You may occasionally want someone to give advice about ads, front-end and back-end, and your team will implement the suggestions.

Benefit

- You get our media buying experts monitoring your ads for compliance and giving you input on how to improve your results, PLUS you get the umbrella of protection under our Facebook partner manager

Includes:

- You may schedule a call once per month with your campaign analyst for input on improving your campaign or for compliance recommendations
- We will be a liaison between you and Facebook to recover your business manager and/or ad account
- You are covered by our “Umbrella of Protection”
- We may also (at our discretion) launch your first ad campaign in a recovered or new ad account to be sure the recovery sticks an/or to be sure there are no issues for running ads in the account

What client does:

- You create and manage your own ad campaigns

What RFS does:

- Review your ads, landing page, and offer for compliance
- Available for consulting/advice on any part of your funnel
- Provides protection under our Facebook partnership (provided you follow our guidance)

What is the “Umbrella of Protection”?

- This means that if and when something should or does happen, we can get REAL and specific answers directly from our Facebook Partner Manager and not the cookie cutter “policy violation” response most people get.

## **Tier 2: Cold Traffic to Proven Working Offers**

### **Focus: Compliant Cold Traffic**

**We will create, build, and run compliant ads to connect your offer with new markets, new profit sources and more people who think like your current clients, and help protect your ad account under our Umbrella of Protection, with the intention of meeting our agreed-upon KPI's and improving profitability for you over time.**

***Note: This is a 100% done for you service. We will NOT be teaching you our methodology as we go. If you want training, please ask and we'll connect you with our learning portal.***

Who this is for:

- You want someone to completely take care of your paid ads for you (images, copy, headlines, targeting, testing, etc). You already have a team or someone who takes care of your front-end and back-end, and you already have a tested and proven offer that you simply want to scale. You may occasionally want someone to give advice about the front-end and back-end, and your team will implement the suggestions.

Benefit:

- For about the same price as hiring just one media buyer, you are hiring our pre-built, in-house expert team of Monetization Strategists, Graphic Designers, Copywriters, Project Managers and Statistics Analysts to help your internal marketing team by taking on some of the workload so they can focus on other tasks.

Includes:

- We will manage unlimited ad campaigns (one at a time)
- We will manage two ad networks (usually starting with Facebook, then Google)
- We will send traffic to one offer (additional offers available with small upcharge)
- *We never add or look at including any additional offers, campaigns or ad networks until AFTER the first offer is working. Always one at a time. No exceptions.*

Scope:

- We are sending quality, qualified leads into the existing sales process and connecting you with more clients who think like your current customers.

Objectives:

- Acquire qualified traffic at the lowest cost
- Focus on driving the cost of traffic down as possible

What client does:

- Provide a solid, compliant product

Ready to get started? Go to the last page of this document for Next Steps...

- Provide a working sales process with a minimum 3-month sales history
- Understand marketing is a testing process that takes time/money
- Not expect instant results
- Commit to minimum 90 days testing per our standard BCTS model
- Manage and test your sales process/offers/copy/etc
- Completely manage your funnels
- Provide full access to all required platforms

What RFS does:

- Drive qualified/targeted leads to your sales process
- Focus on getting leads at the lowest cost possible
- Verify offer is compliant, sellable and scalable
- Verify all tracking is setup correctly
- Write ad copy
- Create ad images
- Manage ad account
- Manage budget
- Split-test ads
- Available for consulting/advice on any part of your funnel

Key metric(s) that our performance is measured against:

- CPA

How does the client know we are winning for them?

- Cost of leads is equal to or lower than before we began working together
- There is a clear, data-driven path to growth

## **Tier 3: Cold Traffic + Conversion Optimization**

### **Focus 1: Compliant Cold Traffic**

We will create, build, and run compliant ads to connect your offer with new markets, new profit sources and more people who think like your current clients, and help protect your ad account under our Umbrella of Protection, with the intention of meeting our agreed-upon KPI's and improving profitability for you over time.

### **Focus 2: Conversions**

We will fully manage and/or build your Offer funnel(s) including copy, images, design, layout, tracking, split-testing and anything we believe needs to be done to improve conversions at every step.

***Note: This is a 100% done for you service. We will NOT be teaching you our methodology as we go. If you want training, please ask and we'll connect you with our learning portal.***

Who this is for:

- You want someone to completely take care of your paid ads for you (images, copy, headlines, targeting, testing, etc). You want someone to completely take care of your front-end for you (build funnels, write copy, do split-tests, create new offers, etc). You may occasionally want someone to give advice about the back-end, and you or your team will implement those back-end suggestions.

***Important*** - we handle the front-end per OUR needs and determinations - and this will be based on what the DATA tells us to do. Meaning we don't nitpick about spacing being 2 pixels off, or wanting to increase an image size by 3% and we definitely don't obsess about the exact hex value of a button color. We build the funnel that we believe will convert and any changes made to this funnel are changes WE believe will improve conversion. For example, we have never seen a separately built mobile-optimized page outperform a properly designed mobile-responsive page. Bottom line is if it's not something we believe will help conversion, it's not a change we will be making, adding or building. In our experience, too many people get stuck in the weeds and minutia of a web page. If you're a control freak in every miniscule detail of your funnel, we recommend hiring your own internal team to follow your processes instead of our team who will be following ours.

Benefit:

- You are hiring our pre-built, in-house expert team of Monetization Strategists, Graphic Designers, Copywriters, Project Managers and Statistics Analysts to help your internal marketing team by taking on some of the workload so they can focus on other tasks.

Ready to get started? Go to the last page of this document for Next Steps...

#### Scope:

- We are sending quality, qualified leads into the existing sales process, connecting you with more clients who think like your current customers, AND improving front-end conversions.

#### Includes:

- We will manage unlimited ad campaigns (one at a time)
- We will manage two ad networks (usually starting with Facebook, then Google)
- We will send traffic to one offer (additional offers available with small upcharge)
- We will provide ongoing funnel build management.
  - *Important note: We don't just build a funnel and walk away like the other people, we continually build, test, tweak and tune one or more funnels including graphics, copy and whatever is needed (at our sole discretion) to get the best result possible.*
- *We never add or look at including any additional offers, campaigns, funnels or ad networks until AFTER the first offer is working. Always one at a time. No exceptions.*

#### Objectives:

- Acquire qualified traffic at the lowest cost
- Focus on driving the cost of traffic down as possible
- Validate or establish a baseline for conversions
- Establish a new control for conversions
- Focus on beating the conversion control and scaling

#### What client does:

- Provide a solid, compliant product
- Provide a working sales process with a minimum 3-month sales history
- Understand marketing is a testing process that takes time/money
- Not expect instant results
- Commit to minimum 90 days testing per our standard BCTS model
- Provide full access to all required platforms

#### What RFS does:

- Drive qualified/targeted leads to your sales process
- Focus on getting leads at the lowest cost possible
- Verify offer is compliant, sellable and scalable
- Verify all tracking is setup correctly
- Write ad copy
- Create ad images
- Manage ad account
- Manage budget
- Split-test ads

Ready to get started? Go to the last page of this document for Next Steps...

- Manage your sales process/offers/copy/etc
- Test your sales process/offers/copy/etc
- Completely manage your front-end funnels
- Build new front-end funnels as needed
- Split-test front-end funnels
- Write additional copy
- Split-test copy
- Available for consulting/advice on any part of your funnel

Key metric(s) that our performance is measured against:

- CPA
- ACV/AOV
- ROAS

How does the client know we are winning for them?

- Cost of leads is equal to or lower than before we began working together
- There is a clear, data-driven path to growth
- Making more front-end sales than before we began working together



## **Tier 4: Cold Traffic + Conversion Optimization + Lifetime Value**

### **Focus 1: Compliant Cold Traffic**

We will create, build, and run compliant ads to connect your offer with new markets, new profit sources and more people who think like your current clients, and help protect your ad account under our Umbrella of Protection, with the intention of meeting our agreed-upon KPI's and improving profitability for you over time.

### **Focus 2: Conversions**

We will fully manage and/or build your Offer funnel(s) including copy, images, design, layout, tracking, split-testing and anything we believe needs to be done to improve conversions at every step.

### **Focus 3: Lifetime Value**

We will do it ALL for you, and you just focus on running your business. We are your complete, end-to-end Marketing Team. You understand the hallmark of a legacy business is most of its money is made in the back-end and you want a team who can build and create offers, test them, build them, grow them, and SCALE them at volume while also creating back-end upsell and cross-sell offers, email sequences, automation and Repeat Profit Systems™ that keep making sales on auto-pilot month after month.

***Note: This is a 100% done for you service. We will NOT be teaching you our methodology as we go. If you want training, please ask and we'll connect you with our learning portal.***

Who this is for:

- **You want someone to just do it ALL for you.** You want someone to completely take care of your paid ads for you (images, copy, headlines, targeting, testing, etc). You want someone to completely take care of your front-end for you (funnels, copy, split-tests, etc). You want someone to completely take care of your back-end for you (funnels, copy, split-tests, etc), and increase the Lifetime Value of all your clients.

***Important** - we handle the front-end per OUR needs and determinations - and this will be based on what the DATA tells us to do. Meaning we don't nitpick about spacing being 2 pixels off, or wanting to increase an image size by 3% and we definitely don't obsess about the exact hex value of a button color. We build the funnel that we believe will convert and any changes made to this funnel are changes WE believe will improve conversion. For example, we have never seen a separately built mobile-optimized page*

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*outperform a properly designed mobile-responsive page. Bottom line is if it's not something we believe will help conversion, it's not a change we will be making, adding or building. In our experience, too many people get stuck in the weeds and minutia of a web page. If you're a control freak in every miniscule detail of your funnel, we recommend hiring your own internal team to follow your processes instead of our team who will be following ours.*

Benefit:

- You are hiring the full power of our in-house expert team of Monetization Strategists, Graphic Designers, Copywriters, Project Managers, Client Care Specialists, Operations Experts, Statistics Analysts, and Business Developers to do all the marketing and advertising for you without the hassle of standing up your own marketing team at all.

Scope:

- We are sending quality, qualified leads into the existing sales process, connecting you with more clients who think like your current customers, improving front-end conversions, improving back-end conversions, AND getting you increased visibility into new markets (EverPresence).

Includes:

- We will manage unlimited ad campaigns (one at a time)
- We will manage two ad networks (usually starting with Facebook, then Google)
- We will send traffic to one offer (additional offers available with small upcharge)
- We will create unlimited funnels (one at a time)
  - *Important note: We don't just build a funnel and walk away like the other people, we continually build, test, tweak and tune one or more funnels including graphics, copy and whatever is needed (at our sole discretion) to get the best result possible.*
- (Optional, and not everyone qualifies) Leveraging your current assets, we can help you create a complete Repeat Profit System, this is an automated, back-end funnel system that continues to make sales for you month after month, forever. All that needs to be done after it is built is keep feeding the front-end of the funnel with paid ads.
- *We never add or look at including any additional offers, campaigns, funnels or ad networks until AFTER the first offer is working. Always one at a time. No exceptions.*

Objectives:

- Acquire qualified traffic at the lowest cost
- Focus on driving the cost of traffic down as possible
- Validate or establish a baseline for conversions
- Establish a new control for conversions
- Focus on beating the conversion control and scaling

What client does:

Ready to get started? Go to the last page of this document for Next Steps...

- Understand marketing/advertising is a testing process that takes time/money
- Not expect instant results
- Commit to minimum 90 days testing per our standard BCTS model
- Provide full access to all required platforms
- Hand us your products to market (and work with us as needed to refine it)
- Make an occasional video

What RFS does:

- Drive qualified/targeted leads to your sales process
- Focus on getting leads at the lowest cost possible
- Verify offer is compliant, sellable and scalable
- Verify all tracking is setup correctly
- Write ad copy
- Create ad images
- Manage ad account
- Manage budget
- Split-test ads
- Split-test your offers/copy/etc
- Completely manage your front-end funnels
- Build new front-end funnels as needed
- Split-test front-end funnels
- Write additional copy
- Split-test copy
- Completely manage your back-end funnels
- Build new back-end funnels as needed
- Split-test back-end funnels
- Available for consulting/advice on any part of your funnel

Key metric(s) that our performance is measured against:

- CPA
- ACV/AOV
- ROAS
- LTV

How does the client know we are winning for them?

- Cost of leads is equal to or lower than before we began working together
- There is a clear, data-driven path to growth
- Making more front-end sales than before we began working together
- Making more back-end sales than before we began working together
- Lifetime value of client higher than before we began working together

Ready to get started? Go to the last page of this document for Next Steps...

## **How We Are Compensated**

### **Tier 1 and Tier 1.1**

We are paid a flat consulting fee each month.

### **Tier 2 and Above**

For Tier 2 services and above, we are paid based on 10% of ad spend OR a flat consulting fee each month - whichever is greater.

Additionally, we may be paid an additional 5% Performance Incentive after 90 days or when we exceed a certain level of ad spend - whichever happens first. (Important: your safety net is we **MUST** be within KPI to earn this additional 5% performance bonus. If we aren't yet within KPI for at least 21 days of the previous 30-day billing period, we do not enjoy this bonus.)

*Sidenote: ALL engagements will start with our (very reasonable) flat fees as noted in this document. We never expend the resources of our team without compensation.*

**We are driven to perform for you and get results** because it is our desire to be paid our Performance Incentive. This is **based on achieving our KPI's, which are always agreed upon in advance**, and has always been a seamless conversation with our clients in the past.

Also, we ALWAYS spend your money as conservatively as we would spend our own, so there won't be any shenanigans.

## **Frequent Questions**

### **Q. What is meant by “Umbrella of Protection”?**

**A.** This means that if and when something should or does happen, we can get REAL and specific answers directly from our Facebook Partner Manager and not the cookie cutter “policy violation” response most people get.

### **Q. Can I pay by wire instead of automatic credit card rebill?**

**A.** Yes, but we consider this a revocable privilege. **All payments are due in full upon receipt.** As long as you pay on time, every time, we will accept payments by wire but, if you miss or are late with a payment, we will no longer be able to accept wires from you. At that point we will request credit card authorization to continue working on your account.

### **Q. What is meant by “onboarding”?**

**A.** Onboarding is the process for obtaining access to everything so we can successfully manage your ad campaigns at the desired level of service. This is where you provide us access to your ad manager, analytics, funnel builder, existing assets, etc. This is also the part of the process where we review everything to be sure we have everything we need BEFORE we begin running any ad campaigns. This onboarding process typically takes between 3-5 business days and **running ad campaigns and building funnels (depending on your selected Tier of service) does not commence until onboarding is fully complete and verified. No exceptions.**

### **Q. Do you outsource any of your team or any of your work?**

**A.** No. We have an actual, real, in-house team. We do have team members all over the world to communicate more effectively with our global clients, but they are all our actual team. There is no outsourcing.

### **Q. Do you have any experience in <my industry>?**

**A.** Probably - but please realize that even if we don't, if we have succeeded in all the markets shown below, we can surely succeed in yours.

**Our successful experience includes:** *Alternative Health, Alternative therapy, Beauty Supplies, Coaching, Congressional Campaigns, Consulting, Craftsmen, Deck Builders, Diet, Ecommerce, Essential Oils, Fitness, Former Spies, Golf, Hair Care, Health, Hypnosis, Influencers, Internet Marketing, Keto Diet, Law Enforcement, Make Money Online, Meditation, Network Marketing, Outdoor Goods, Outdoor Training, Personal Defense, Personal Development, Personal Safety, Physical Products, Precious Metals, Professional Services, Promotional Manufacturers, Public Speaking, Real Estate, Self Defense, Supplements, Survival, Tennis, Trading, Watches, Webinars, Women's Fashion, and probably a few more we have forgotten to list.*

Ready to get started? Go to the last page of this document for Next Steps...

**People are people.** And, once we get the campaigns dialed in, we can sell a viable offer in any marketplace.

## Q. How are you different from other agencies?

**A.** How are we not? We are a full-stack marketing team. Agency work - running ads - is only a small part of what we do. Here are some other ways we are different from a typical agency (you can also read this on our website at <https://rfsdigitalmedia.com/about>):

<u>WHAT THEY DO:</u>	<u>WHAT WE DO:</u>	<u>WHY IT MATTERS:</u>
Rush to get ads going as quickly as possible	Validate and baseline your offer, funnel, and tracking before running any ads	You can be sure everything is compliant and working before we spend a dime of your money
Constantly rolling out new creative for your ad campaigns	Build enduring campaigns that can keep working for months/years	With the ads working, we can focus on helping you improve other areas of your funnel and offer
Ignore compliance and policy rules, suggesting multiple accounts and other hacks and "tricks"	We focus on compliance first, and we don't blur the lines on grey area or non-compliant offers	Helps keep your account safe, makes it easier to get it back if something does go wrong
Follow the trend or "system of the day", constantly changing their approach	Keep up with but employ new methods in your account only when tested and proven to produce results	You enjoy the advantage of a proven 6+ year direct response approach, we don't test "ad theory" with your money
Run ads and that's it	Consult with you throughout the whole funnel including offer, copy, images, etc	It's a more holistic approach, more like a partnership that improves your entire system
Ad campaigns that are written to "hack" the algorithm of the day	Direct response campaigns that don't come crumbling down with the most fragile change to the algorithm	Solid ad campaigns based on psychology instead of the whim and fancy of a mysterious, ever-changing algorithm
Copy that is written by template or a computer program, probably used for other client accounts	Original copy written just for you, by professional copywriters who continuously beat controls	You get the same kind of copy responsible for over \$300 million in sales for clients
Offer a "one size fits all" service and approach	We provide multiple levels of support, from one ad campaign to managing ALL your marketing	You enjoy more free time and focus on serving and supporting your clients
Normally run ads only on one network, usually Facebook	Facebook ads? No problem. Google, YouTube, Instagram, Pinterest, Outbrain and others? We got you.	In-house experts on multiple ad networks, if we don't know it we'll pay to learn it for you
No direct access to Facebook or their marketing science team	As a Facebook Marketing Partner, we meet with our Facebook rep every two weeks to review accounts	We provide feedback directly from Facebook and you enjoy an "Umbrella of Protection"
They are a one person "team" and they often outsource the rest (white label) to us or someone else	A full in-house team of marketers, copywriters, campaign managers, etc. with multiple eyes, brains, etc	From this day forward, you'll never have to do it all by yourself again. We are your <b>VIP Marketing Team</b> .

## Q. How quickly can I expect to see results?

**A.** There is no "one size fits all" answer, and anyone who says there is is probably lying to you (or they don't know). Some of our clients get big wins after a month, often it takes longer.

***You will find Estimated Timelines (per tier) beginning on page 10 of this document.***

## Q. Do you follow Facebook best practices?

Ready to get started? Go to the last page of this document for Next Steps...

**A.** We don't follow Facebook "best practices" for most of our clients... mainly because these best practices were not written for you. You may not be aware of this, but the "best practices" were written for large corporations who have huge marketing budgets and largely do not take a "direct response" approach to advertising. Take a deep breath. You'll be ok. We got you. In fact, we are regularly asked by our Facebook Rep to test new features and functions from the Facebook Ad Science Team, and if we can "test it their way". Every time we have been asked to test something new by Facebook we have beat them at their own game (we're currently 3 and 0). In short, we are always open to test new things, but we choose to primarily follow our own time-proven methodology.

**Q. Can we have weekly (or more frequent) calls?**

**A.** We provide daily CEO Reports (Monday-Friday) for your account. As a result, and in most cases, weekly calls are not necessary. Please coordinate this with your Project Manager.

**Q. Can you give me the same pricing as you quoted me last year?**

**A.** Sorry, no. To get last year's pricing you needed to sign up last year. That said, all pricing noted in this document is subject to change without notice but, after you sign up, your scope of service AND pricing is locked for the lifetime of your account no matter how much it increases.

**Q. Can you provide references or samples of your work?**

**A.** Sorry, no. There are many reasons for this, mainly because we both have always dedicated ourselves to our clients' privacy. We are both well-known in our industry, and people choose to work with us because they know we will never use their names or interrupt their privacy for our own personal benefit (just as we won't interrupt yours). This has never been an issue for any of our past clients. Please do not ask.

**Q. Can you teach me how and why you do things the way you do?**

**A.** If you are a client who wants to dig deep into the psychology of how we create images, how we write copy, why we use the headlines we do, why we structure the ads the way we do, why we do it this way instead of that way, then this optional "Look Over Our Shoulder" training is for you - just add this to your Tiered service package when you become a client. *(Of course if you just want us to do the work for you and keep you updated, you can skip this.)*

*We also have a self-paced Do-It-Yourself training package for people who aren't yet ready to be full clients - just click the link below (or copy and paste it into your browser) to purchase this package:*

<https://go.rfsdigitalads.com/insane-traffic-mastery-offer-sales-page>

**Q. Can we have a weekly discussion about how I would do things differently?**

**A.** No, but you are welcome to run your own ads any way you want. If you want us to win for you, we follow our methodology. We do not channel other people's methods.

## Q. How is your approach to compliance different from other agencies?

**A.** It's not our place to speak about other agencies, but if you want to learn more about our compliance-focused approach to advertising, our free Policy & Compliance training will answer your question in great detail: <https://go.rfsdigitalads.com/register-now>

## Q. What is included in my Daily CEO Report?

**A.** We produce this report daily for your campaign, and provide it to you as a courtesy so you always have the pulse of how the campaign is going. Any additional data you want to see, remember you have full access to produce those additional data points as you need them. This contains everything we need to manage any marketing campaign up to \$1M/day in ad spend.

Date	Ad Spend	Unique Clicks	CPC	CTR	ATC	Cost/ATC	Sales (F)	Sales	Sales Conversion	Cost / Sale	Revenue	AOV	ROAS	COGS	Net Profit
Wednesday, June 3, 2020	\$24.98	17	\$1.47	4.73%	0	\$0.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	0.00	\$24.98	-\$24.98
Thursday, June 4, 2020	\$407.59	507	\$0.80	5.57%	86	\$4.74	47	47	9.27%	\$8.67	\$937.53	\$19.95	2.30	\$783.59	\$153.94
Friday, June 5, 2020	\$387.21	675	\$0.57	5.16%	50	\$7.74	39	39	5.78%	\$9.93	\$1,341.61	\$34.40	3.46	\$699.21	\$642.40
Saturday, June 6, 2020	\$448.88	570	\$0.79	5.14%	70	\$6.41	58	55	9.65%	\$8.16	\$1,408.45	\$25.61	3.14	\$888.88	\$519.57
Sunday, June 7, 2020	\$599.70	768	\$0.78	5.05%	127	\$4.72	70	72	9.38%	\$8.33	\$1,780.28	\$24.73	2.97	\$1,175.70	\$604.58
Monday, June 8, 2020	\$730.89	851	\$0.85	4.89%	141	\$5.18	67	68	7.80%	\$10.75	\$2,191.32	\$32.23	3.00	\$1,274.89	\$916.43
Tuesday, June 9, 2020	\$885.93	968	\$0.92	4.34%	140	\$6.33	80	74	7.64%	\$11.97	\$2,078.26	\$28.08	2.35	\$1,477.93	\$600.33
Wednesday, June 10, 2020	\$960.67	1002	\$0.96	4.14%	156	\$6.16	74	80	7.98%	\$12.01	\$1,614.20	\$20.18	1.68	\$1,600.67	\$13.53
Thursday, June 11, 2020	\$974.64	882	\$1.11	3.86%	131	\$7.44	64	73	8.28%	\$13.35	\$1,480.27	\$20.28	1.52	\$1,558.64	-\$78.37
Friday, June 12, 2020	\$1,083.23	916	\$1.18	3.95%	158	\$6.86	72	83	9.06%	\$13.05	\$2,177.17	\$26.23	2.01	\$1,747.23	\$429.94
Saturday, June 13, 2020	\$1,166.51	945	\$1.23	4.49%	154	\$7.57	87	80	8.47%	\$14.58	\$2,200.20	\$27.50	1.89	\$1,806.51	\$393.69
Sunday, June 14, 2020	\$1,213.03	911	\$1.33	3.95%	130	\$9.33	69	72	7.90%	\$16.85	\$2,094.28	\$29.09	1.73	\$1,789.03	\$305.25
Monday, June 15, 2020	\$1,175.51	758	\$1.55	3.86%	114	\$10.31	59	58	7.65%	\$20.27	\$1,697.42	\$29.27	1.44	\$1,639.51	\$57.91
Tuesday, June 16, 2020	\$1,246.85	934	\$1.33	4.25%	146	\$8.54	71	80	8.57%	\$15.59	\$2,096.20	\$26.20	1.68	\$1,886.85	\$209.35
Wednesday, June 17, 2020	\$1,261.13	876	\$1.44	3.92%	141	\$8.94	84	83	9.47%	\$15.19	\$2,476.17	\$29.83	1.96	\$1,925.13	\$551.04
Thursday, June 18, 2020	\$1,275.57	915	\$1.39	3.82%	127	\$10.04	68	65	7.10%	\$19.62	\$1,660.35	\$25.54	1.30	\$1,795.57	-\$135.22
Friday, June 19, 2020	\$1,449.45	1103	\$1.31	4.24%	177	\$8.19	93	111	10.06%	\$13.06	\$2,495.89	\$22.49	1.72	\$2,337.45	\$158.44
Saturday, June 20, 2020	\$1,499.87	1102	\$1.36	3.97%	169	\$8.87	90	91	8.26%	\$16.48	\$2,653.09	\$29.15	1.77	\$2,227.87	\$425.22
Sunday, June 21, 2020	\$1,487.27	1163	\$1.28	4.18%	163	\$9.12	94	95	8.17%	\$15.66	\$2,949.05	\$31.04	1.98	\$2,247.27	\$701.78
Monday, June 22, 2020	\$1,581.22	1022	\$1.55	3.86%	166	\$9.53	93	102	9.98%	\$15.50	\$2,705.98	\$26.53	1.71	\$2,397.22	\$308.76
Tuesday, June 23, 2020	\$2,109.56	1341	\$1.57	3.75%	203	\$10.39	94	102	7.61%	\$20.68	\$2,443.98	\$23.96	1.16	\$2,925.56	-\$481.58
Wednesday, June 24, 2020	\$2,135.45	1261	\$1.69	3.72%	198	\$10.79	118	127	10.07%	\$16.81	\$2,627.73	\$20.69	1.23	\$3,151.45	-\$523.72
Thursday, June 25, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
Friday, June 26, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
Saturday, June 27, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
Sunday, June 28, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
Monday, June 29, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
Tuesday, June 30, 2020			\$0.00			\$0.00			0.00%	\$0.00		\$0.00		\$0.00	\$0.00
TOTALS	\$24,105.14	19,497	\$1.24	4.30%	2,947	\$8.18	1591	1657	8.50%	\$14.55	\$43,109.43	\$26.02	1.79	\$37,361.14	\$5,748.29
GOALS				3.0-3.5%											
FACEBOOK DISCREPANCY KP										\$0.00					
DISCREPANCY							0.96								

## Q. Is there a commitment or guarantee?

**A.** Please keep in mind that all marketing is testing, no matter what the so-called "gurus" claim. Multi-million dollar marketing campaigns from the most highly-paid marketing minds in the world fail daily. Even if we have had massive success in your market before: Every offer is different. Every ad is different. Every audience is different. Every entry into the ad network is different. Just being real. There are simply too many factors at play with each marketing campaign for anyone to honestly guarantee your success. That said, you do always have our commitment to provide you with the very best effort based on our combined 33+ years of marketing experience and over \$300 million in results for our clients. We can't guarantee success of every campaign but, if anyone can make it work, we probably have a better chance than most to make it happen.

## More Resources (Get to Know Us)

Ready to get started? Go to the last page of this document for Next Steps...



Visit our Website: <http://RFSDigitalMedia.com>

Case Studies: <https://rfsdigitalmedia.com/category/case-study>

Podcasts: <https://rfsdigitalmedia.com/category/podcast>

Knowledgebase (beta): <https://rfsdigitalmedia.com/support>

Policy & Compliance Webinar: <https://rfsdigitalmedia.com/compliance-webinar>

“Ad Images That Convert” Training (Free): <https://rfsdigitalmedia.com/images-that-convert>

Facebook Group: <https://www.facebook.com/groups/complianceandconversions>

***Ready to do things differently?***

***See instructions to get started on the next page...***

## **Ready to Get Started?**

**UNLESS YOU HAVE BEEN TOLD OTHERWISE...** here is how you get started with us:

Click the link below (or copy/paste it into your browser) to make a \$1000 deposit to reserve your spot. You will also receive 1) your 46-Point Compliance & Conversion Audit and 2) your live Strategy Assessment Session with Rory, our senior Campaign Strategists. ***If you are seriously considering becoming a client, this Audit costs you nothing because we will roll the price as a discount of your first month's agency fee.***

<http://rfsdigitalmedia.com/1000-deposit>

After you make your payment, **HERE'S WHAT HAPPENS NEXT:**

Step	Who Does It	Timeline	What Is Being Done?
1)	Client	Immediately	Client makes deposit at the link above (RFS is alerted immediately of your deposit and begins our process)
2)	RFS	1 Business Day	RFS Project Manager sets up your account/project and sends you the onboarding checklist via email along with instructions
3)	Client	ASAP	Client completes the onboarding checklist and returns it as requested via email
4)	RFS	1 Business Day	RFS Project Manager validates everything is complete, then enters all your information into your account and your Basecamp project. (This step could take longer if there are questions or more info needed.)
5)	RFS	1 Business Day	RFS gets request in queue with our Senior Strategist for your 46-Point Compliance & Conversion Audit
6)	RFS	3-5 Business Days	RFS Senior Strategist completes Audit, and sends Audit + Strategy Assessment to Client via email
7)	Client	Upon Receipt	Client sets up Audit + Assessment review call (calendar link will be provided in step 6)
8)	Client/RFS	As Scheduled	Client and RFS will meet to discuss the Audit + Assessment and determine whether to move forward with an Authority Marketing Partnership, or if another service may be more suitable to your needs. Service is complete after the call.

**IMPORTANT:** As discussed on your Diagnostic Call, your deposit is paying for a service to provide 1) the 46-Point Compliance & Conversion Audit, 2) the Strategy Assessment with our Senior Strategist, and 3) reserve your spot on our client roster. As such, **the deposit is non-refundable**. This Audit does not obligate either party to any additional services or fees. If both parties choose to proceed with any monthly service, your deposit is applied as a discount to your first month's service for the Tier we selected.

Ready to get started? Go to the last page of this document for Next Steps...