



THE MARKETERS PLAYBOOK

FROM ADS TO CUSTOMERS



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Marketers Playbook Overview

This 6 week programme will give you the skills, capabilities & confidence to move your prospects to customers.

You will learn how to use paid advertising to move prospects from interaction to business customer.

Gain traction in your business, looking at the best practices for growing your customer base, keeping them engaged and encouraging repeat customers and in turn retention growth.

You will discover how different platforms, strategies and tactics can be leveraged to best suit your business type.

Check out the modules below to get more insight into how each week will benefit your business.

[Learn More!](#)

Module 1: Audience & Tracking



Jen

This module is designed to help you seek out your perfect customer. You will understand how to pinpoint their behaviour online and how to target them accordingly. A huge part of targeting your audience effectively comes down to tracking them effectively too. In this module you will also explore how you can track your audience, giving you both leverage to target audiences more effectively as well as measuring your return on investment on the platforms you decide to use.

Module 2: Picking a Platform

This module is step two in the process of building a great campaign. After Module 1 you will have your target audience ready and now it's time to go after them. You will now analyse and decide on the most suitable platform for your target users. This will be complemented by exploring best practices on each of the platforms (Google & Facebook) and a dive into the secrets behind getting really tactical on the platforms, pinning them against each other so that you can make the best decisions for your business, reaping the most return.



Jen

Module 3: Connection, Create & Connect



Jen

So after Modules 1 and 2, you know your audience and you know where you're going to hit them with your advert, but how are you going to grab their attention? Creativity can make or break a campaign. In this module, you will dive into the world of how you can really stand out in the feed and be a scroll stopper. You will understand how to entice your audience to click on your advert and hit your website. To maximise the value at this stage, you will determine what your landing page needs to be in order to have the best chance of converting that customer.

Module 4: Messaging



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This module is designed to help you seek out your perfect customer. You will understand how to pinpoint their behaviour online and how to target them accordingly. A huge part of targeting your audience effectively comes down to tracking them effectively too. In this module you will also explore how you can track your audience, giving you both leverage to target audiences more effectively as well as measuring your return on investment on the platforms you decide to use.

Module 5: Pricing & Retention

By now, you've done what seemed like the impossible. Your customers saw you on Facebook, they engaged, they visited your landing page, they gave you their contact details, they read your messages and now they want to buy. There's one more important piece to get right, and that's the price. Pricing can be a make or break as to whether a potential customer will convert. During this module, you will draw on user psychology and review all the possible pricing strategies. Should you give a discount? Should you have one off purchases or a subscription? What is your product worth? When you see that purchase hit the balance sheet - arguably your toughest job starts. That is keeping those paying users around. You will learn the core components of retention and understand how to keep delivering value for months and years.



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What's in it For Me?

- Step-by-step guides on identifying and attracting your customers/audience
- Knowledge on the most suitable platforms for your audience and business
- Opportunity to work on a real-life example relevant to your start-up
- Key insights in managing and tracking your audience
- Know-how on creating engaging and compelling content & how to engage your audience
- Know what to say and how to say it
- Critical steps in identifying the correct pricing for your offering and managing it for the future to maximise retention
- Opportunity to engage with a network of founders with similar goals
- Gain key insights from GU Team of JB & AJ
- Opportunity to get feedback and insight from peers and industry experts

With this playbook, you will learn how to attract, communicate, manage and retain customers for your business.

The one-stop-shop for getting from ad to value

TESTIMONIALS



"This isn't fluff material. The pace of the class was perfect enough to give us time to apply the actions in between each session."

*- Bethany Schoengarth,
Healium*

"The course was well put together with a ton of information. It'll be nice to be able to review everything over the next few months now that the course has ended. A great way to improve pieces of your business while looking at it holistically."

- Lana Fox, ClinicNote, Inc.



"Everything inside Velocity Growth... from the weekly sessions to the expert guests to the office hours with Craig... has been tremendously insightful and actionable."

- Dan Stanley, PokerCoaching.com