



Venus Fly Trap Ad Strategy

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Made For...

Personal Brands, Companies, And Anyone with High Quality Social Media Content That Wants To Post and Maximize Reach On Multiple Social Media Channels, Including Facebook, Instagram, Twitter, LinkedIn and Youtube.

The intention of the Venus Fly Trap ad strategy, is to get future buyers of products indoctrinated from not knowing you (cold audience), to knowing about you and having the right bias's, beliefs and objections handled before and during presenting offers in conversion campaigns.

You're taking a cold audience, and putting content in front of them, with no pitches or call to actions, with engagement campaigns and video view objectives in the Facebook ads manager, and then leveraging the Facebook audience tool to capture video viewers and those interacted with your Facebook and Instagram pages and posts.

How it works:

You're creating a video sequence for ideal future customers to go through, and then you're running your direct response conversion ads and retargeting at them after they go from not knowing you, to knowing you from this strategically laid out set of videos.

You are going to pick 3 videos in total, for videos 1, 2 and 3 and post them to your Facebook page. Ideally they are 1-3 minutes in length. We will go over what each video needs to contain to establish the right bias's and to prime the potential future buyers correctly.

After you've got your 3 videos, you're going to select 3-8 videos that help to manage the beliefs and the future objections the potential buyers will have, to increase the probability of them buying and responding to your direct response ads when they see them start being targeted towards them after they've watched the initial 3.

You'll also need the direct response ads. Ideally you're going to create 3-5 different hooks and angles to execute on for the direct response ads, and 3-5 retargeting videos with different hooks and angles as well. This array of different hooks and angles are going to be the different selling points and buying motives of those being targeted, because not everybody is sold on the same selling points.



Why it works:

The Venus Fly Trap advertising strategy works great at increasing the chances of those being targeted to buy, it also lowers the cost of your conversions because you're only targeting 'warm audiences' who know who you are and ideally have the right frame of mind to buy your products come time you start making pitches. In addition, you're building a brand that has a lot of social proof from all the views, likes, comments and shares that all of your content will have, which also increases the probability of others buying from you that you are targeting.

Lastly, you're lowering your advertising costs significantly, due to cost per engagement and cost per video views averaging to \$.01-\$.02 whereas conversion campaigns that take users you're targeting off of FB or IG, costs an average of \$.50-\$2.00 and has a much lower probability of converting considering the audience's being targeted have no idea who you are and don't usually care about you at all at that stage of marketing.

To summarize, the Venus Fly trap lowers your ad costs, qualifies cold audiences into warm audiences faster and cheaper than direct response marketing, and increase the probability of those you are targeting with conversion campaigns to actually want to buy from you.

Now let's move into the technicals of what you are going to need and how you are going to need to set this up correctly.

The Process:

You're going to need the following videos below. Each one will be labeled with the objective you need to pair it with in Facebook, being labeled as 'Video Views' "Engagement" or 'Conversions" which each represent the actual objective in the Facebook Ads Manager.

See the 'Creating, Posting and Promoting Social Media Content document for best practices on the content creation, and styles of best practices,

Video 1: Engagement Objective & Video View Objective Optimized For Thruplay

Video 1 is meant to establish the authority bias, social proof bias, and to establish something of very broad value, absolutely no call to actions. Ideal length is 1-3 min.

You are targeting cold audiences with video 1, all audiences targeted should be the same audiences you would use for a direct response marketing campaign. Target your



ideal future buyers. Always remember that these people do not know you, and they do not care about you. Your goal is to get them to 10 seconds of the video, because the average amount of time spent on a post in the news feed is currently 1.8 seconds.

Some examples of video 1:

- <http://facebook.com/DanLokOfficial/videos/2113255575383819/>
- <http://facebook.com/DanLokOfficial/videos/2146147352094641/>
- <http://facebook.com/DanLokOfficial/videos/2150915104951199/>

Video 2: Engagement Objective & Video View Objective Optimized For Thruplay

Video 2 is intended to establish the brand promise in a subliminal way. In other words, you want to make the biggest claim, or boldest statement that your entire solution you offer in business caters to. You also want to plant and relate to deep buying motives that drive your potential customer. This can be done through value-driven content with the two elements above factored in. Also be sure to leverage the curiosity bias here by being so valuable, that person is driven to think about how they hadn't known about you before, from how much impact you have on them here.

The main intention of video 2 is to establish your positioning, which is a big step.

Video #2's in the sequence for examples:

- <http://facebook.com/DanLokOfficial/videos/2104753242900719/>
- <http://facebook.com/DanLokOfficial/videos/2113211625388214/>
- <http://facebook.com/DanLokOfficial/videos/2115660615143315/>
- <http://facebook.com/DanLokOfficial/videos/2146166665426043/>
- <http://facebook.com/DanLokOfficial/videos/2146170732092303/>
- <http://facebook.com/DanLokOfficial/videos/2148299298546113/>
- <http://facebook.com/DanLokOfficial/videos/2148304598545583/>

Video 3.1: Engagement Objective & Video View Objective Optimized For Thruplay

With video 3 you should test 3-5 different forms of 'category content'. The best example here is the rotisserie chicken in Grocery stores. People do not buy for one reason. Imagine if a grocery store only catered to their marketing messages to 1 type of buyer, like the family that just doesn't want to cook that night, or only marketing to the fitness-oriented buyer who wants the rotisserie chicken for all the calories and protein, or only marketing to the person on a lunch break bringing it back for their co-workers. It



wouldn't sell as much just as your products won't sell as much if you only market towards 1 buyer. In truth, you likely have 20 different deep buying motives in your buyers that can correlate into hooks and angels for your content.

The main intention of video #3 is to start managing the beliefs of your potential buyers, and peppering in some of the categories you need manage and that your business solutions cater to. As an example, if I have mindset courses, marketing courses, and accounting courses, the 3 different categories could easily become known to my future potential buyers I'm targeting with this content being broken down into stories that manage the beliefs and make our categories known at the same time. That's why you see 3.1, 3.2, and 3.3 - because 3 categories is the minimum amount of video 3's you're going to need.

Video #3's that prime people to be advertised to, still content:

- <http://facebook.com/DanLokOfficial/videos/2148276218548421/>
- <http://facebook.com/DanLokOfficial/videos/2149740861735290/>
- <http://facebook.com/DanLokOfficial/videos/2178905238818852/>
- <http://facebook.com/DanLokOfficial/videos/2209563395753036/>
- <http://facebook.com/DanLokOfficial/videos/2234997629876279/>
- <http://facebook.com/DanLokOfficial/videos/2252467234795985/>
- <http://facebook.com/DanLokOfficial/videos/2264249570284418/>
- <http://facebook.com/DanLokOfficial/videos/254878125364598/>

Video 3.2: Engagement Objective & Video View Objective Optimized For Thruplay

See 3.1 explanation

Video 3.3: Engagement Objective & Video View Objective Optimized For Thruplay

See 3.1 explanation

Conversion Ad 1:

Now you're going to make your pitch. Create 3-5 variations, use different hooks and angles. These only go in front of the people that you've just taken from cold, to 'warm audiences' now with from leveraging the content sequence you deployed. Simple direct response marketing.

Great CTA Videos for after people are warmed up:

<http://www.facebook.com/TheJeremyHaynes/videos/478670142508781/>



<https://www.facebook.com/coachleehaight/videos/961444880678706/>

Here are examples of different ads for call to actions too:

- **60 second video for people who don't know you** - Make a 60 second video going over the problems your ideal customer or client has. 3-4 problems, then talk about your free thing or product being available and go right into the results (3-4 results) the person gets if they take action by pressing the button in the bottom right corner or by clicking the link above.
 1. ex: <http://fb.me/1R0kbOYE31RkwpW>
 2. ex: <http://fb.me/29C6evTGd17D7Ht>
- **2 minute video for people who don't know you** - 3-4 problems, free thing or product being available, 3-4 results or solutions that happen when the person takes action by pressing the button in the bottom corner or by pressing the link above. You can also story tell plugging the same format.
 1. ex: <http://fb.me/1IVsENC2rSDgg7g>
 2. ex: <http://fb.me/26CJDxobn60NZPm>
 3. ex: <http://fb.me/1lx6L1ZaAfFryC5>
- **4 retargeting videos** - Story tell, directly call out, or bring up different problems the potential customer, client, or lead are experiencing but go into detail on it more, and then relate it the solution and results they could get with the thing they've seen but haven't taken action on yet. Also feel free to call out actions you know they've taken like viewed offer pages, watched ad videos, seen these things several times but haven't taken action yet to better themselves, etc.
 1. ex: <http://fb.me/bofGplpuPWvyEz>
 2. ex: <http://fb.me/9eIFeb1PD3GVv4>
 3. ex: <http://fb.me/8P7HUoGVV8fM6W>
 4. ex: <http://fb.me/1WRXymV5IJMI47Z>
 5. ex: <http://fb.me/1laBib9EgcYqtFo>
 6. ex: <http://fb.me/9e8oI3zRmHDCgw>
 7. ex: <http://fb.me/25ZfzRUF4Bui5YV>
 8. ex: <http://fb.me/bchjIVgWSsAR2C>
- **2 15 second vertical video for instastories** - These need to be quick, your call to action is for them to swipe up, and you're either quickly covering 1-2 problems and the solution or results (1-2) being possible by swiping up, or creatively get them to swipe up to get xyz.
 1. ex: <http://fb.me/2dSloT1luwlO3i8>
 2. ex: <http://fb.me/bN9D7HYU1SmP16>
 - 3.
 4. ex: <http://fb.me/23etdeDDOHODHxS>
 5. ex: <http://fb.me/8QfsG8C1fH0orV>
- **2 retargeting videos for insta stories 15 seconds and vertical** - if someone doesn't take action on a giveaway or a product/offer, they are going to be retargeted until they

do. In under 15 seconds be sure to tell them to swipe up to take action on getting the thing that they forgot to take action on and why in under 15 seconds.

1. ex: <http://fb.me/1QgE1AHHaEM9rWv>
 2. ex: <http://fb.me/2eVXhhlqgPfl6nE>
 3. ex: <http://fb.me/1O8p9Fjts7VwBsD>
 4. ex: <http://fb.me/1FoFn9dA6YTPVv1>
- **simple 'you didn't buy, come back and take action video'** - This is a direct call out that the person seeing this video saw an offer, ad video or opportunity to take action to get something for free from you, or to get a product or offer that they didn't buy. Call them out creatively on the fact that they didn't do what they needed to do to get themselves to the state where they get the 3-4 results you're going to remind they can get through these videos where you're calling them out and then reminding them to take action by pressing the button below or pressing the link above to get xyz.
1. ex: <http://fb.me/22BtLSxM6ZVlrhV>
 2. ex: <http://fb.me/1H802TyAQ9knjXY>
 3. ex: <http://fb.me/1W986VijHkcUrRy>
 4. ex: <http://fb.me/1FJdTUxQzDI2tTg>
 5. ex: <http://fb.me/2a1AEAPHQJGPMJk>

Conversion Ad 2:

See conversion ad 1 description.

Conversion Ad 3:

See conversion ad 1 description.

Retargeting Ad 1:

See conversion ad 1 description.

Retargeting Ad 2:

See conversion ad 1 description.

Retargeting Ad 3:

See conversion ad 1 description.

Retargeting Ad 4:

See conversion ad 1 description.

Retargeting Ad 5:

See conversion ad 1 description.



More Videos 4: Engagement Objective & Video View Objective Optimized For Thruplay

'More Videos' being posted on your Facebook and Instagram means that you intend on leveraging content to maintain ongoing belief management and objection handling through said content being posted. This step ensures that while your ideal customers are now being pitched, that they are also having value-driven content kept in front of them to retain an omnipresent effect, and to ensure they do not become conditioned to ignore your ads from over pitching.

More Videos 5: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 6: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 7: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 8: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 9: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 10: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.

More Videos 11: Engagement Objective & Video View Objective Optimized For Thruplay

See 'More Videos 4' description.