

TROUBLESHOOTING GUIDE



The Slacker

Low Click Through + Low Results (CTR at .3% or less)

- Are your ads set up correctly? (i.e. you aren't targeting men with an ad for lipstick)
- Rethink your messaging. Is it truly speaking to the pain points of your audience? You may need copy and/or images. Is there a similar top-performing campaign you can mirror?
- Could your audience be more targeted? (Under 1 million in size)
- Does your audience need to be less specific? (over 50k in size)
- Are you paying too much per click? Do you need to regulate your bids on clicks to get more clicks from your budget?



The Imposter

Good Click Through + Low Results

- Double check that tracking and lead forms are set up correctly.
- Check functionality of the landing page (i.e. no errors, etc.)
- Is your landing page/lead form congruent with your ads?
- Should you test switching to conversion ads/lead ads?
- If you find yourself here it means your ads are doing their job but the prospect is getting lost on step #2 for some reason and that step needs to be optimized.



The Budget Buster

High Spend + Low Results

- Double check that tracking is set up correctly.
- Check functionality of the landing page (i.e. no errors, etc.)
- Click through rate.
- Pull a demographics report of those who have clicked/converted and find some targeting optimizations to get the ads to the right people.
- Is your budget too high? AKA "Too much gas in the engine". Are you trying to spend too much on a small group?



Failure To Launch

Low Spend + Low Reach

- Is your budget high enough?
- Is your audience large enough?
- Are you bidding enough to get your ad set to spend? If not, up the bid by \$1/day until you spend your full daily budget.



Bad Report Card

Good front end opt-ins + Low back end results (no appointments)

- At this point you have dialed in the ads and leads are flowing. Though, you still do not see many appointments in the books.
- Check your consult/ pitch page. Try adding a video sales letter.
- Call your opt-ins to pitch and book appointments.
- Check your email sequences and open rates.

