



Best practice Launch strategy

Launch strategy

Facebook Ads for a consistent funnel, a freebie or even an event are fun.

Facebook Ads for a big launch are BIG FUN!

In this module, you will learn my detailed strategy on how to use Facebook Ads to support your launch for your new group program, high-end live event or new life-changing product.

The more high-end your product or service that you're launching, the more advanced your Facebook Ads strategy should be (and the more fun you're going to have).

Time frame - Plan enough time

The most important thing to think about when it comes to launches is time. Under no circumstances do you want to start too late!

This is the number 1 reason why most launches fail: That there is not enough time to promote everything properly.

The actual launch phase doesn't even have to be long.

But you'll need some time to prepare the audiences for what is coming.

Time frame - Preparation

The more people already know, like and trust you, the easier your launch will be.

So start already some weeks or preferably even months ahead of time with building an audience.

You can do this with a consistent freebie funnel.

And / or livestreams.

And / or a Facebook group.

Basically everything that brings new people into your community and makes them get to know you.



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Have you ever heard the saying "The money is in the list"? Weeeeell NO! 😊
Actually the real trick is to collect LEADS instead of simply building a list. Warm up your audience first. Let them get to know you. And...
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Time frame - Three phases

Every launch generally consists of three different phase:

The pre-launch / excitement phase

The education phase

The urgency phase

In total, your launch should be around 3-4 weeks long, depending on your product / service and how big your existing audience already is.

Every of the three phases will require a different Facebook Ads strategy.

1. Pre-launch phase

The pre-launch / excitement phase has two main things that you can promote:

- a waitlist
- a pre-sale

1. Pre-launch phase - Waitlist

You start your launch with getting people on your waitlist.

When people get on your waitlist, they later get a discount if they sign up during the pre-sale phase of your launch.

Make the people excited about the solution your product or service will give them.

Don't talk about how many modules exactly they'll get, how many hours of videos, what exactly your product is just yet.

Talk about the solution they will get if they stayed tuned.

1. Pre-launch phase - Pre-sale

Pre-Sale:

After promoting the waitlist for 3-4 days, you then have a pre-sale for your product / service. Meaning, people on the waitlist can get it before it gets shown to the public.

Plus, they get a discount as a thank-you for signing up to the waitlist.

1. Pre-launch phase - Ads

Get on my waitlist

Pre-sale opened

Pre-sale is closing

First you run ads to get people on your waitlist.

Then you run ads to all those people telling them about the opening and then the closing of the pre-sale.

In all these ads people need to feel your excitement for this new thing that is coming. Videos work amazingly here!

1. Pre-launch phase - Ads

Put your Facebook pixel on your waitlist page and pre-sale page so you can retarget those people (and also build Lookalike audiences out of them for the second phase of your launch).

Show people that are on the waitlist specific ads.

If they don't buy within the pre-sale period that's totally fine. Some people just need longer. But you still get the data which you can then use for your Facebook Ads campaigns.

2. Education phase

The education phase is the most important phase of your launch. It should take about 2 weeks and consists of two main elements:

- webinar or challenge
- livestream series, in combination with testimonials

You can also add a third element:

- full price special

2. Education phase

Throughout this whole phase of your launch you want to communicate these things:

What makes you unique?

What makes your course / product / event unique?

Why are YOU the best? Why is YOUR product the best?

(For this you also can give away or show samples of your product).

Show your audience that you know their specific problem and that you have a solution for it.

2. Education phase - Webinar / challenge

An element of a successful launch is almost always a webinar or a challenge that enables you to speak to a cold audience and sell to them during your launch.

Pick a topic that helps your ideal clients reach one of their main goals and that is a logical step towards your launch offer.



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Exciting news!! 🥳 I'm doing a FREE masterclass this Thursday where I'll teach you everything you need and want to know about Messenger Bots. Sign up here (this is going to be sooo good!) 🙌



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Messenger Bot - Masterclass

Join me to find out what you need to know to get potential clients with...

2. Education phase - Webinar / challenge

You can then either run a one-time live webinar or a 3 or 5 day challenge where participants also get homework.

Directly in your webinar and throughout your challenge you promote your launch offer.



**From January 7th - 11th
every day at 10 am CET**

(replays will be available when you sign up!)

Monday 7th: How to find your 'hot' audience
on Facebook & sell to them with ads

Tuesday 8th: Discover goal setting, Facebook
pixels & landing page best practises

Wednesday 9th: How to create a funnel that
sells

Thursday 10th: How to pick campaign goals.
Hint: don't just choose 'conversion'.

Friday 11th: How to retarget your 'hot'
audience on Facebook so they keep buying

On top of that you will get extra support for
your own Facebook Ads in between.

2. Education phase - Livestream series

After your webinar / challenge you do a livestream series of about 4-5 days where you go live every single day with amazing value for your potential clients.

(Go live on your Facebook page and not your group, to be able to retarget those video viewers later).

Use A LOT of testimonials and case studies.

Make sure people really understand every aspect of your product.

But don't just pitch. Make sure to deliver helpful value even for people who might not book you during this round of your launch.

2. Education phase - Full price special

You can include a full price special into your launch so that people who pay in full up to a certain date, get a discount or bonus.

You can mention this in your webinar and livestreams and especially towards the end of the education phase of your launch.

2. Education phase - Ads

Sign up for my webinar / challenge

Watch the replay of my webinar

Watch my livestreams

Full price special is closing

In this second phase of your launch have different elements you can work with. You promote your webinar / challenge, your livestreams and your full price special.

Make sure to set up very specific retargeting audiences. So you can remind people who signed up for your webinar but didn't attend live to watch the replay.

Also set up an audience consisting of the video viewers of your livestreams.

3. Urgency phase

You can and will make sales throughout the whole time of your launch but towards the end of it you will always get more sales.

In this last phase of your launch you will play with urgency.

This phase can consist of three main elements:

- a new payment plan
- promotion of people who signed up
- doors are closing

3. Urgency phase - New payment plan

People always have reasons why they don't buy. Your job is it to overcome those reasons.


Ask them to buy the transformation. Make them choose your solution.

If they say "I can't afford it" - offer a new payment plan

3. Urgency phase - Promo of people who signed up

Depending on how exclusive your offer is (the more high-end, the better for this element) you should celebrate every single sign-up.


Show (anonymous) screenshots of people who signed up. Show screenshots of excited messages from people who signed up.



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Are you tired of wasting money on FB ads that don't work? Do you have an exciting launch coming up? Do you want to get new and more clients? Then you gotta learn how to run Facebook Ads! Check out my 4-months course below 🙌 We start on Monday!
<https://getsomemagic.com/fb-ads-course/>



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3. Urgency phase - Doors are closing

You can also offer people to send you a private message and then sell to them directly. Or get them on the phone. This is especially effective when you have a very exclusive and high-end product.

You should do lots of posts and livestreams during this phase:

Various short “urgency livestreams”

Q&A livestream (you can even invite people in as guests to ask questions)

Testimonial livestream (with a previous happy client / customer as live guest)



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3. Urgency phase - Ads

New payment plan

Cart is closing (basically here you say “Buy now, buy now, buy now!”)

In this last phase you only speak to warm people (while during the education phase you definitely also want to speak to a cold audience).

Show Facebook Ads to people who:

Signed up for your waitlist

Signed up for your webinar / challenge

Watched some part of a livestream

Obviously, you always want to exclude people who’ve already bought your product / service.

Launch strategy

Learn from your launch and plan the next one.

Every launch not only helps you to sell your product or service but also to grow your audience.

Keep them warm with valuable and authentic content, so that when you have the next launch, they are already eager to buy from you.



HOMEWORK

When you're planning a launch, get a big piece of paper and map everything out. Get an overview of the different phases and elements. Write down which audiences you'll need. Then go and prepare all those audiences and different campaigns. Prepare as much ahead of time as possible before your launch starts.

Now it's your turn

You can do this! Have fun! 📶😊

