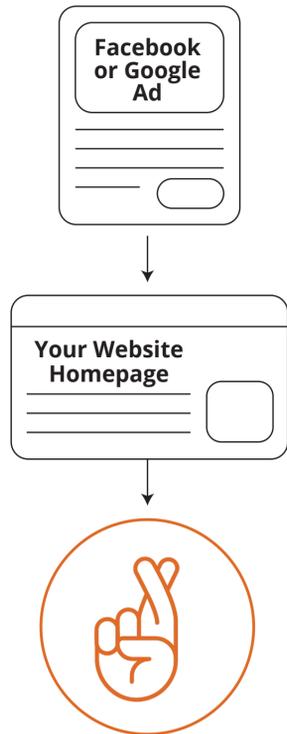


# NO

## Traditional Approach to Digital Ad Campaigns



**Linking your digital ads to your website is costing you more than you realize...**

By now you have likely attempted some form of social media or Google advertising for your business. Did you create an ad, point it to your website, hit "Publish" and wait?

When little to nothing happened, did you say to yourself, "Social and Google advertising just doesn't work for my business?"

**If the two-step diagram above resembles your Social or Google ad campaign—the problem is not the advertising channels, it's your strategy.**

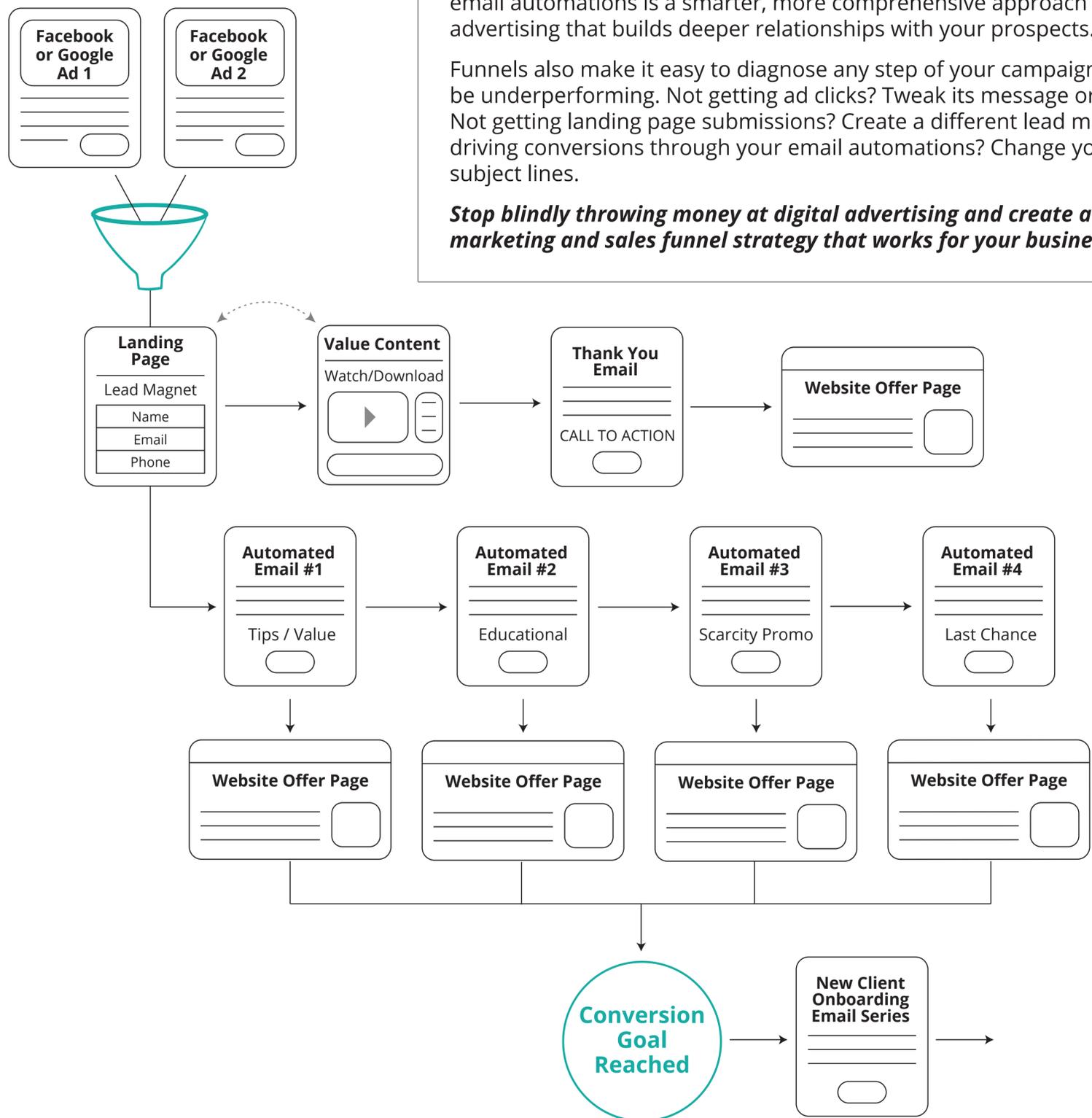
It is vital that you first build rapport with your audience before asking them to buy your products or services. The two-step strategy above is like asking someone to marry you on the first date. **That's not how relationships work.**

Be patient. Take the time to build a relationship with your prospects. **Purchase decisions are based on trust.** You must demonstrate that your product or service will solve their problem and positively transform them before asking for their commitment.

**Now let's take a look at what an ad campaign using strategic marketing and sales funnels looks like...**

# YES

## vs. Digital Ad Campaigns With Marketing & Sales Funnels



**If your business has struggled with digital advertising—you are not alone in your frustration!**

It's likely that you (or your digital marketing consultant) did not implement proper sales messaging, design high-coverting ads, integrate marketing & sales funnels and/or continue to engage leads through automated email campaigns.

This diagram makes it easy to understand how implementing funnels and email automations is a smarter, more comprehensive approach to digital advertising that builds deeper relationships with your prospects.

Funnels also make it easy to diagnose any step of your campaign that may be underperforming. Not getting ad clicks? Tweak its message or design. Not getting landing page submissions? Create a different lead magnet. Not driving conversions through your email automations? Change your topics or subject lines.

**Stop blindly throwing money at digital advertising and create a custom marketing and sales funnel strategy that works for your business!**

**AllFunnel**  
Relate. Automate. Convert

Add funnels to your advertising strategy to better engage with your target audience.

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