

Hey 🙌

I'm excited to walk you through our tailored advertising strategy today. Our goal is to help you scale your business and generate high-quality leads through well-targeted paid ads on platform like Meta.



Lets see the Process

After this page you will see a step by step marketing plan for your business.



Overview of Approach:

We've created a plan for you:

1. A Meta Ads strategy that focuses on building brand awareness, generating leads, and nurturing engagement.



Plan : Meta Ads Strategy

This is our meta ads strategy, which focuses exclusively on Meta Ads – specifically, Facebook and Instagram. We've divided this into four phases to ensure we maximize visibility and leads.



Phase 1

Awareness Campaign (Week 1):

- To start, we'll run awareness campaigns to introduce FlowMotion AI to your target audience—consulting firms and businesses looking for AI automation. The ads will emphasize the benefits of automating workflows, streamlining operations, and increasing revenue.
- Our goal is to drive traffic to your landing page, where potential clients can learn more about your services.



Phase 2

Consideration Campaign (Week 2):

- Once we've built some awareness, we'll shift to consideration ads. These ads will highlight customer testimonials, success stories, and practical benefits—such as time saved and efficiency gained—showing prospects why FlowMotion AI is a valuable partner.



Phase 3

Lead Generation Campaign (Week 3):

- Next, we focus on capturing leads directly through lead-gen ads. These ads will include a strong call to action, offering a consultation or free assessment. This step is where we start getting qualified leads for your business.



Phase 4

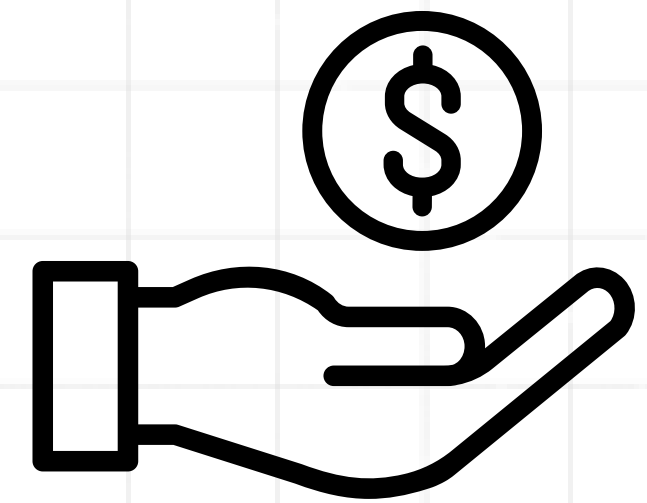
Engagement Campaign (Week 4-5):

- Finally, to nurture those who have engaged with your brand but haven't converted, we'll run engagement ads. These will retarget users who have visited your website, clicked on ads, or watched a significant portion of your video content. The goal is to re-engage them and bring them back to take action.



Budget Allocation (Meta)

We'll allocate your budget evenly across these campaigns, starting with awareness, then gradually increasing spend on lead-gen and retargeting



What do you think?

This was a simple marketing plan. But in real business we can do more.

