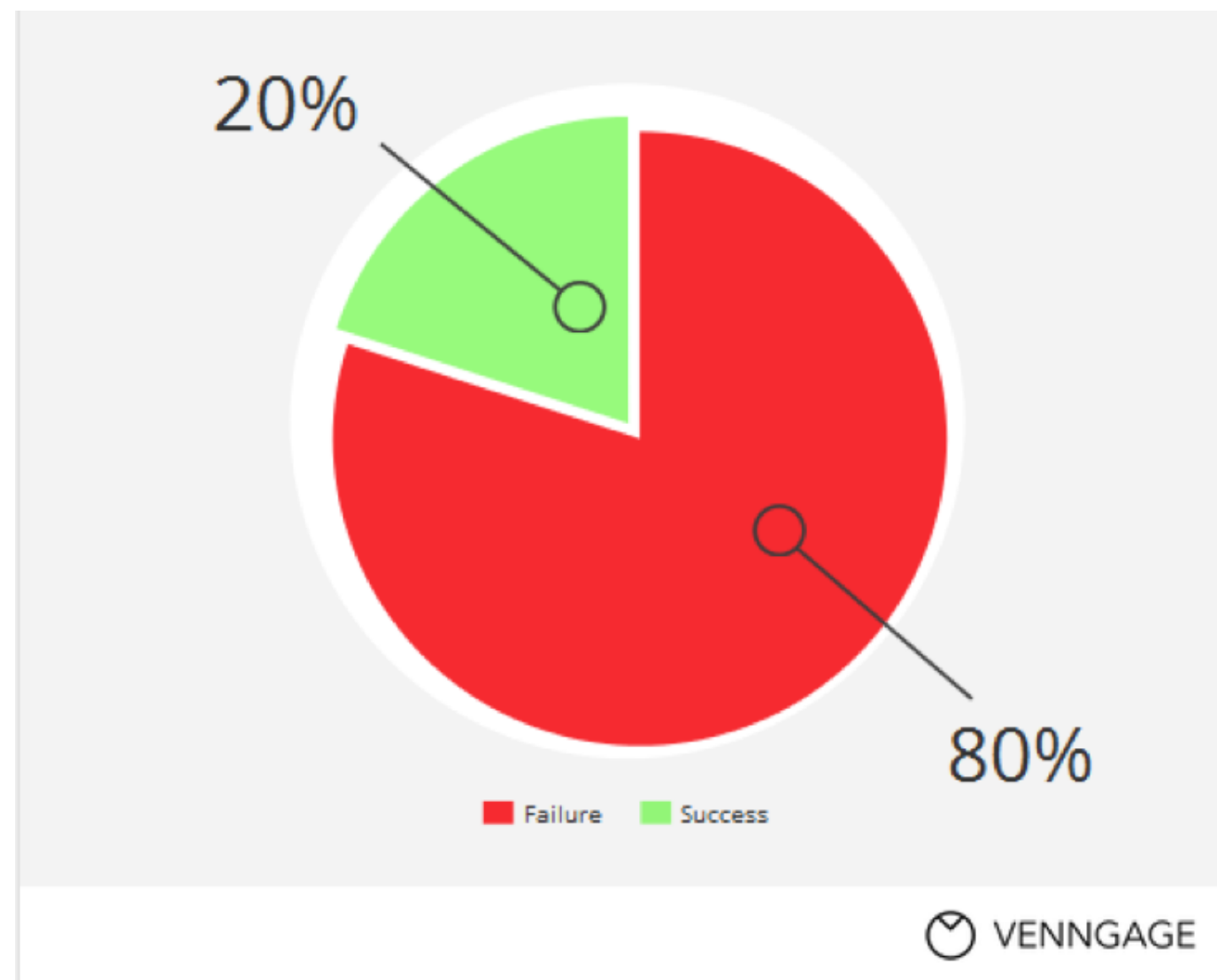


How To Double Sales of Your Magento Store With Paid Traffic



According to practicalecommerce.com
80% of e-commerce businesses **FAIL**



E-Commerce is Brutal

[Vancouver ecommerce retailer Shoes.com goes bankrupt | Vancouver ...](#)
[vancouver.sun.com › Business › Local Business](#)

Jan 27, 2017 - The long-awaited Shoes.com storefront opened in December at 779 Burrard Street. The company announced Friday it has gone **bankrupt**.

[The inside story of Shop.ca's failed e-commerce revolution](#)

[www.canadianbusiness.com/innovation/shop-ca-bankrupt/ ▼](#)

Jan 5, 2017 - Once one of Canada's hottest tech startups, Shop.ca went **bankrupt** after a ... The **e-commerce** startup was bleeding cash, and the board of ...

[Nasty Gal bankrupt after forgetting what made it great in the first place ...](#)

[www.afr.com/.../ecommerce/nasty-gal-bankrupt-after-forgetting-what-made-it-great-i... ▼](#)

Nov 14, 2016 - Nasty Gal **bankrupt** after forgetting what made it great in the first place ... The **e-commerce** business also managed to raise a substantial amount ...

[Why Nigeria's ecommerce company Efrutin went bankrupt – Tekedia](#)

[tekedia.com/nigerias-ecommerce-company-efrutin-went-bankrupt/ ▼](#)

Jan 10, 2017 - According to developing news from Techpoint, it seems Efrutin is shutting down operations. This is not really news as most **e-commerce** ...



A Lot of E-commerce Companies Are Going Out of Business For One Simple Reason



They Can't (or don't know how) Acquire Buyer Traffic Predictably and Profitably



It Comes Down to a Simple Math

$$\text{LTV} > \text{CAC}$$

**if you are established
store**

$$\text{MARGIN FROM THE
FIRST SALE} > \text{CAC}$$

if you are low on cash



**If You Can Acquire New Customers Profitably
When YOU WANT,
You Will Crack the Code to Commerce Growth**



**My Name is Alex and I'm Here
To Present You THE Opportunity**

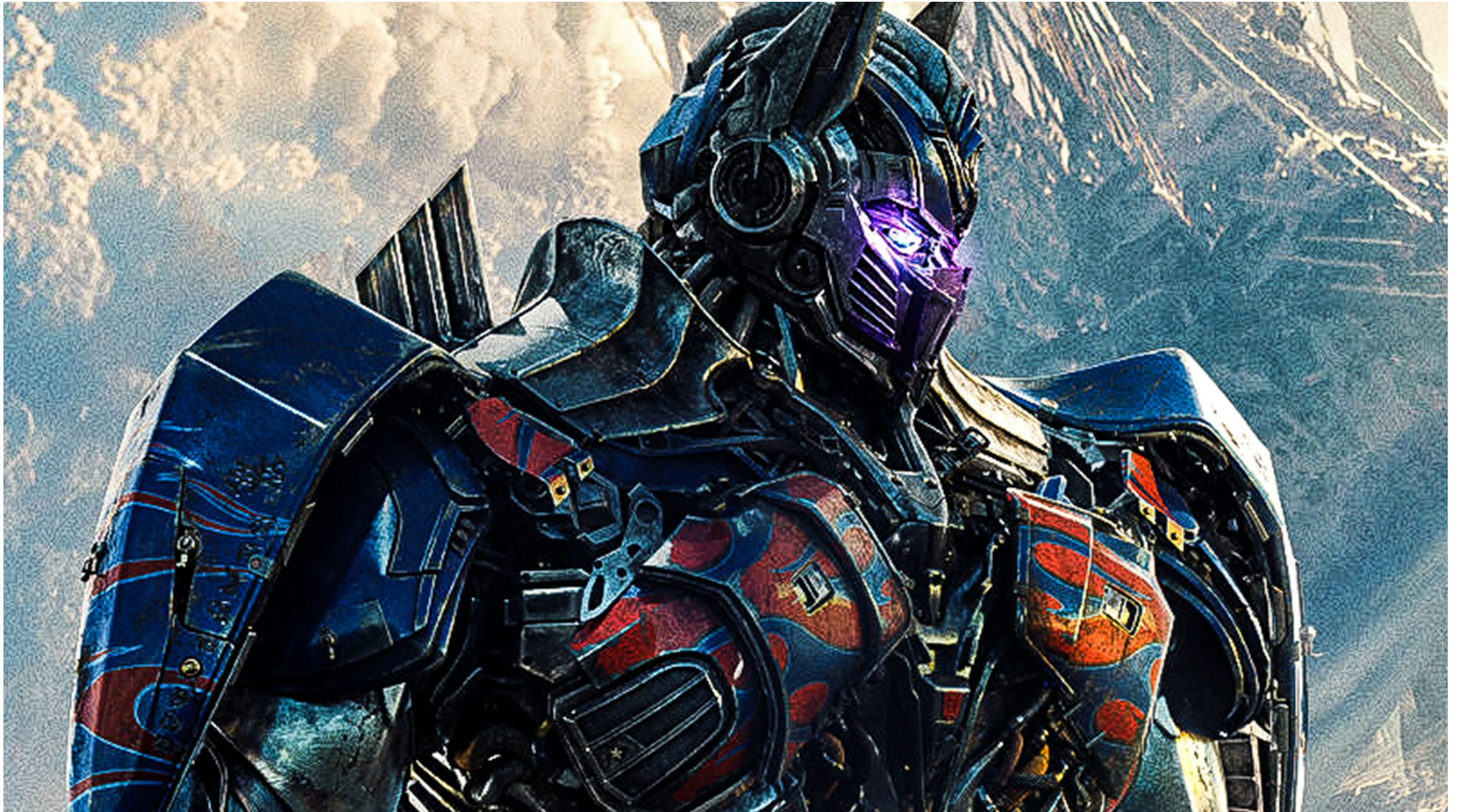


ALEX FEDOTOFF

Opportunity to Double Your Magento Sales While Building a Massive Brand Awareness for Your Company in a Short Period of Time



Something That Will Transform Your Business or Your Client's Business



ALEX FEDOTOFF

But Before We Get Into That



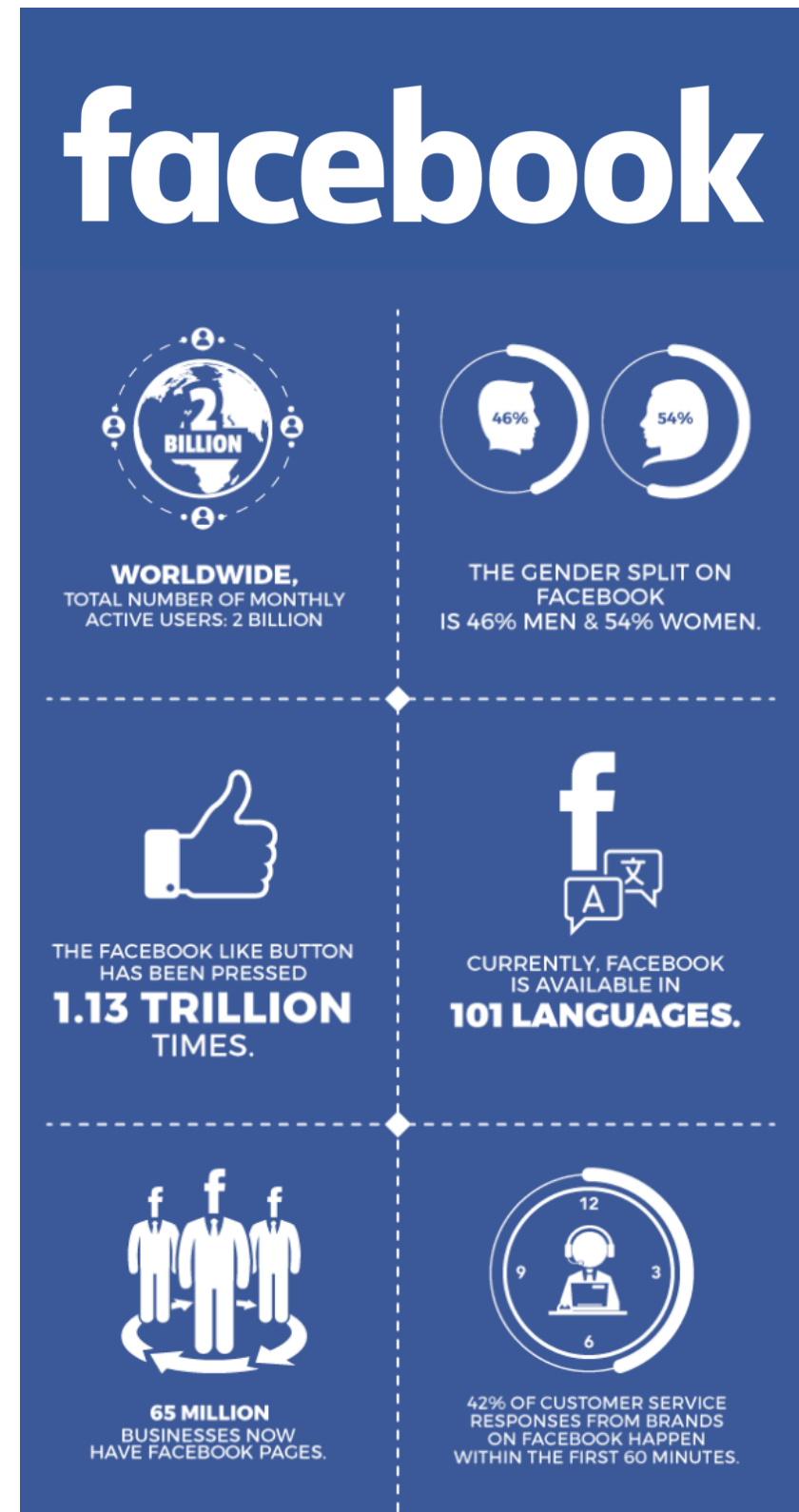
- **My name is Alex Fedotoff**
- **Owner of Facebook advertising agency for fast growing e-commerce businesses**
- **I've taken one of my clients from 6 - figures in annual sales to 8 - figures in annual sales using the process I will show you today**
- **The Next Web Magazine calls me: Marketing specialist with one of the highest ROI-producing Facebook formulas amongst advertisers, Huffington Post calls me one of the foremost Facebook advertising experts in the world and Scoop Taiwan calls me: The God of Online Advertising**



**There are tons of ways to drive traffic but
after trying and testing many of them I'm
seeing the best returns and scalability from
one platform: Facebook**



Why Facebook?



**So You Can Reach Almost Any Audience
On Facebook.**

**But You Don't Want to Just Reach Them,
You Want Them To Buy Your Products**



You Can't Bring Likes and Shares to Your Bank Account

So We Will Focus on Campaigns That Deliver Direct Return on Investment

Search Filters 1 July 2015 - 30 April 2017

Campaigns									
Advert Sets									
Adverts									
Columns: Alex Breakdown Export									
Delivery	Results	Reach	Cost per r...	Budget	Amount spent	Schedule	Website p...	Website ...	Cost per ...
Active 1 approved	418 Purchases	91,801	\$7.03 Per Purchase	\$5.00 Daily	\$2,938.49	27 April 2016—Ongoing	\$24,724.88	418	\$7.03
Active 1 approved	409 Purchases	74,281	\$7.04 Per Purchase	\$5.00 Daily	\$2,877.86	27 April 2016—Ongoing	\$22,510.83	409	\$7.04
Active 1 approved	370 Purchases	11,092	\$6.03 Per Purchase	\$5.00 Daily	\$2,232.62	3 March 2016—Ongoing	\$21,514.13	370	\$6.03
Active 1 approved	300 Purchases	148,952	\$12.75 Per Purchase	\$2.00 Daily	\$3,824.19	1 January 2017—Ongoing	\$16,210.30	300	\$12.75
Active 1 approved	236 Purchases	5,339	\$5.43 Per Purchase	\$5.00 Daily	\$1,281.85	3 March 2016—Ongoing	\$12,884.87	236	\$5.43
Active 1 approved	201 Purchases	4,920	\$8.53 Per Purchase	\$5.00 Daily	\$1,713.76	3 March 2016—Ongoing	\$10,038.25	201	\$8.53
Active 1 approved	167 Purchases	27,574	\$12.01 Per Purchase	\$5.00 Daily	\$2,005.04	27 April 2016—Ongoing	\$7,848.05	167	\$12.01
Active 1 approved	130 Purchases	53,394	\$12.13 Per Purchase	\$10.00 Daily	\$1,576.85	21 December 2016—Ongoing	\$7,555.81	130	\$12.13
Active 1 approved	93 Purchases	125,289	\$17.06 Per Purchase	\$50.00 Daily	\$1,586.57	12 March 2017—Ongoing	\$4,411.12	93	\$17.06
Active 1 approved	64 Purchases	9,959	\$5.73 Per Purchase	\$5.00 Daily	\$366.92	16 February 2017—Ongoing	\$3,421.37	64	\$5.73
Active 1 approved	56 Purchases	126,284	\$12.59 Per Purchase	\$60.00 Daily	\$705.27	15 April 2017—Ongoing	\$3,361.70	56	\$12.59
Active	56	939	\$5.02	\$5.00	\$280.94	16 February 2017—Ongoing	\$3,087.45	56	\$5.02
—	—	15,018,010 People	—		\$677,697.97 Total Spent		\$1,846,883.99 Total	34,548 Total	\$19.62 Per Action



Like HERE:

<div> <div>Search</div> <div>Filters</div> <div>Lifetime: 27 May 2016 - 5 October 2017</div> </div>										
<div> <div>Advert Sets</div> <div>Adverts</div> </div>										
<div> <div>reate Rule</div> <div>More</div> <div>Columns: Custom</div> <div>Breakdown</div> <div>Export</div> </div>										
Amount spent	Ends	Website p...	Cost per ...	CTR (all)	Uniqu...	Uniqu...	CTR (li...	Website p...	Website p...	
\$5,107.45	Ongoing	325	\$15.72	2.02%	4.11%	2.34%	0.87%	\$20,903.96	4.09	
\$4,842.73	Ongoing	405	\$11.96	1.66%	3.77%	2.29%	0.90%	\$24,610.33	5.08	
\$4,253.41	Ongoing	174	\$24.44	1.92%	4.31%	1.73%	0.68%	\$9,048.25	2.13	
\$3,496.80	Ongoing	243	\$14.39	3.06%	6.35%	2.67%	1.13%	\$13,944.92	3.99	
\$3,295.72	Ongoing	137	\$24.06	1.69%	3.29%	2.41%	1.12%	\$7,911.85	2.40	
\$2,012.72	Ongoing	201	\$10.01	2.53%	5.12%	2.70%	1.12%	\$12,262.77	6.09	
\$1,605.52	Ongoing	66	\$24.33	2.75%	4.01%	3.44%	2.19%	\$5,100.96	3.18	
\$1,567.23	Ongoing	74	\$21.18	1.81%	3.28%	1.50%	0.73%	\$4,531.15	2.89	
\$1,241.70	Ongoing	72	\$17.25	3.25%	4.06%	2.26%	1.57%	\$5,005.90	4.03	
\$1,014.49	Ongoing	123	\$8.25	2.33%	8.25%	6.27%	1.58%	\$7,211.22	7.11	
\$912.22	Ongoing	94	\$9.70	1.38%	3.19%	1.20%	0.45%	\$5,105.89	5.60	
\$110,566.04 Total Spent		7,985 Total	\$13.85 Per Action	2.10% Per Impre...	7.48% Per Person	4.93% Per Person	1.05% Per Impre...	\$478,244.85 Total	4.33 Average	

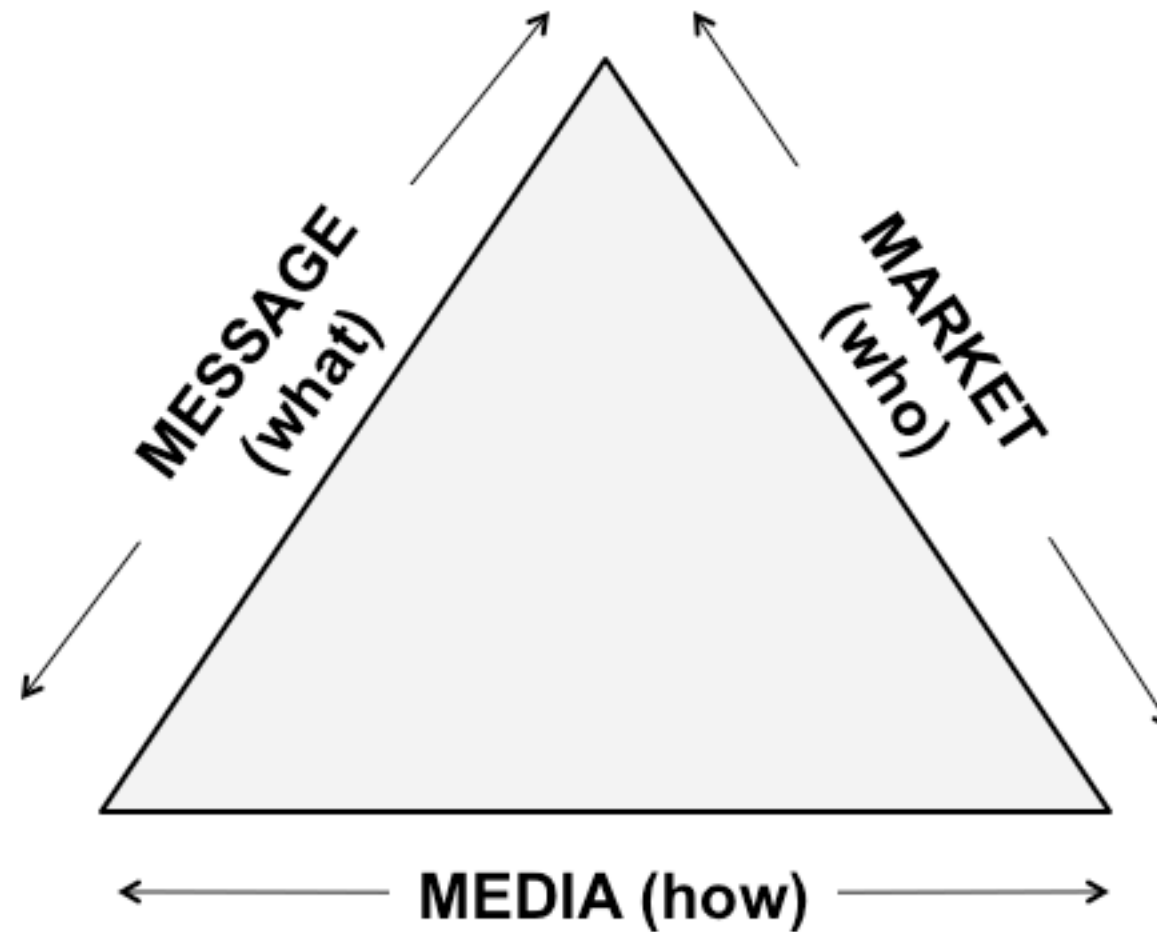


So Let's Create a Customized Strategy for your Company



ALEX FEDOTOFF

Marketing Results Triangle



Just 3 Elements And Your System is Ready!

- 1. We know the media, and it's Facebook. People are there spending time daily! So we can reach them. Unless your target audience is extremely non - techie or your product is very B2B.**



2. Now we identify your market.

What's their age, gender?

Where do they live?

What their interests are?

What are the celebrities they follow?

What are the magazines they are reading?

What are their dreams, hope and desires?

What are their fears?



Sources:

1. Your own knowledge and experience.
2. Surveys of your existent customers.
3. Audience insight tool on Facebook.

CREATE AUDIENCE

Location

GREECE

All Greece

+ Country, region or city

Age and Gender

Age

40 — 50

Gender

All Men Women

Interests

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

500K–600K monthly active people

People on Facebook

Country: Greece

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Website	chefoulis.gr • Infokids
2	Product/Service	Tupperware Greece • Neomat
3	Company	Forel
4	Kitchen/Cooking	Knorr
5	Jewellery/Watches	Kosmima Coco • PANDORA • Mike & Joseph Handmade Jewelry
6	Media/news company	Καλημέρα Ελλάδα • Με Υγεία
7	Artist	VStrassaki
8	Beauty shop	Organic Brands
9	Teen & children's website	Ελληνίδες μαμάδες
10	Home Decor	Pennie • spitishop.gr

See All

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance	Audience	Facebook	Affinity
Fashion Spells	1	36K	102.3K	1087x
Elite	2	42.4K	122.2K	1072x



That's how It might look like:

Our ideal customer is Catherine, she is 40 years old and she lives in Athens. She makes 30,000 Euros a month and has 2 kids. She is aware of organic food and wants to make sure her kids get the best organic nutrition. She buys clothing from other brands such as XXX and YYY. She is afraid to lose control over her kids health. She wants to provide them the best things possible for their growth and wants them to never get sick.




3. Now we identify the message, our offer.

What can we say to our ideal customer that will make them drop everything, come to our online store and purchase?

Badass Babies
news feed

Keeping babies body, arms and feet cozy, cushy and comfy, thus helping them get into deep sleep is essential for them and their health! 🤤💤 Not to mention... this is also a Beautiful Hand-knitted Swad ... [Show more](#)



Timeline Photos

[Learn More](#)

721865 25024 47736


Sugar And Cotton
news feed

Light-up teddy bears are 50% off right now! 🐻

Ultra-soft & perfect for the little one in your life.

Order Now ➡ <http://sugarandcotton.com/leddy>

For each sale, we'll donate books to kids in need! ... [Show more](#)




Timeline Photos

[Learn More](#)

464040 6623 8672

Super Cool Stuffz
news feed

🔥🔥🔥 Kids will LOVE THIS! Get this amazing racing tracks set for your loved one. Order NOW during this SALE! It's 60% OFF! 🔥🔥🔥 ORDER HERE ➡ <https://dudesgadget.com/GlowRace> Please SHARE & TAG to ... [Show more](#)




0:00 / 1:11

[Learn More](#)

374483 84674 145724



How to create ad that sells:

 **Sugar And Cotton**
11 February · 🌐

Light-up teddy bears are 50% off right now! 🐻
Ultra-soft & perfect for the little one in your life.
Order Now ➡ <http://sugarandcotton.com/leddy>
For each sale, we'll donate books to kids in need! ❤️



Like Comment Share

👍❤️🐼 Mawloud Ferhat, Abu Maruf and 492k others Chronological ▾

← **Attention grabbing headline**

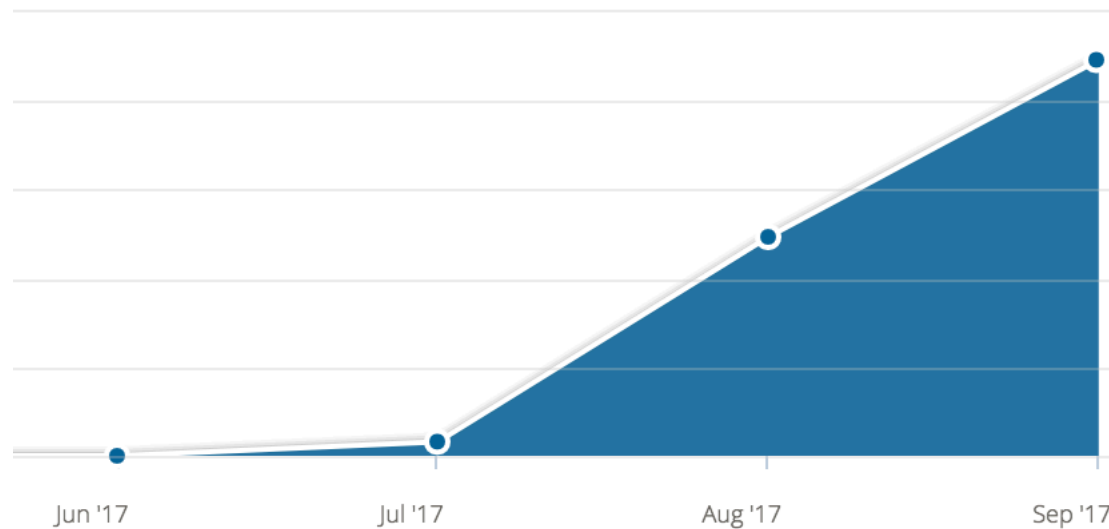
← **Benefits of the product**

← **CTA**

← **Added benefit**

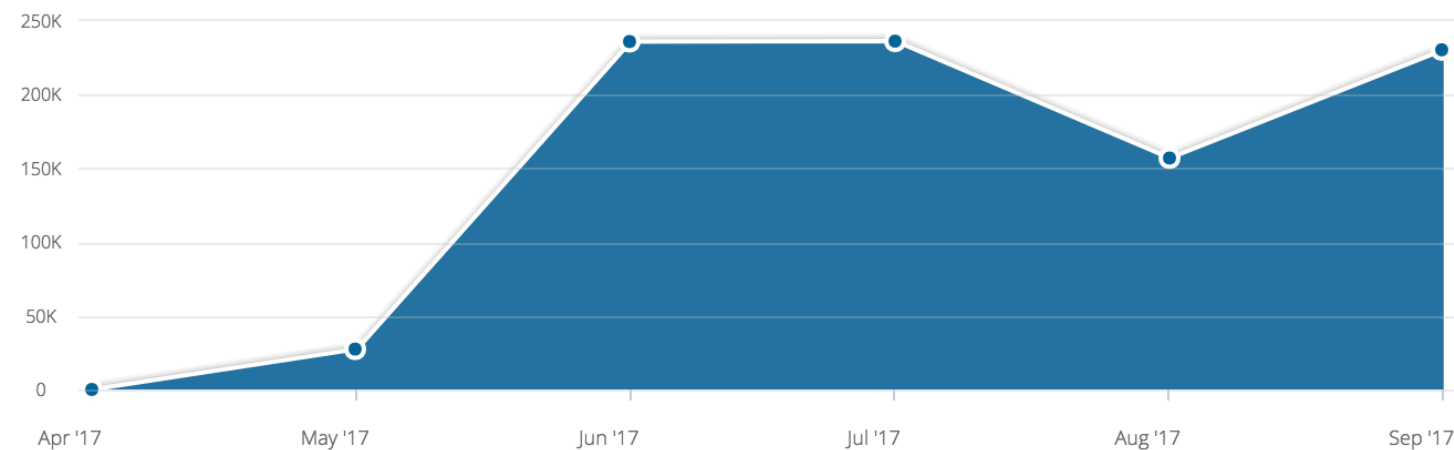
← **Attention grabbing image**

How this system looks in action?

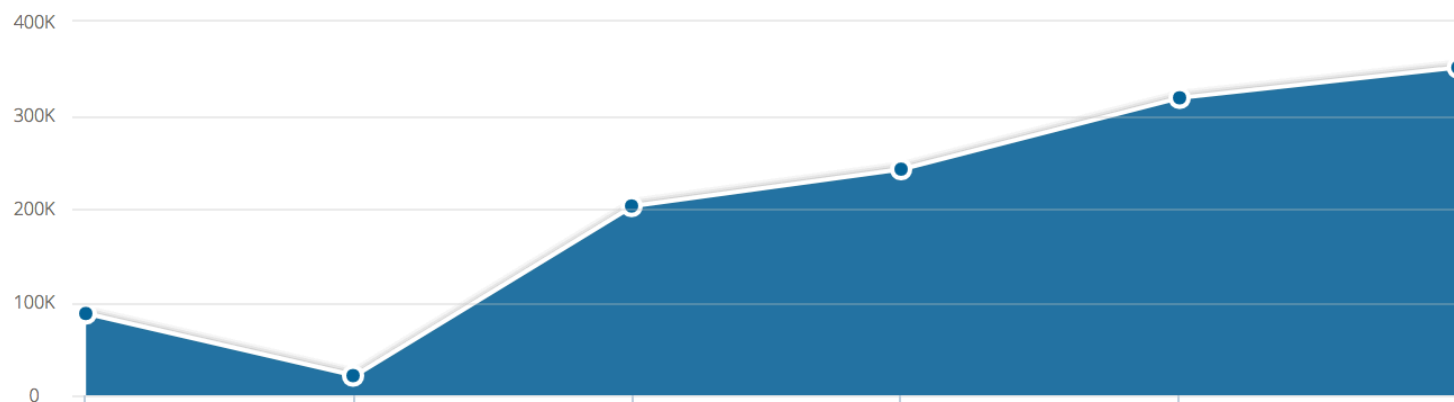


Total Visits	446.54K
	▲ 80.85%
⌚ Avg. Visit Duration	00:02:58
📄 Pages per Visit	7.89
➡ Bounce Rate	16.75%

🖥️📱 On desktop & mobile web, in the last 6 months



Total Visits	230.51K
	▲ 46.77%
⌚ Avg. Visit Duration	00:02:50
📄 Pages per Visit	4.26
➡ Bounce Rate	22.24%

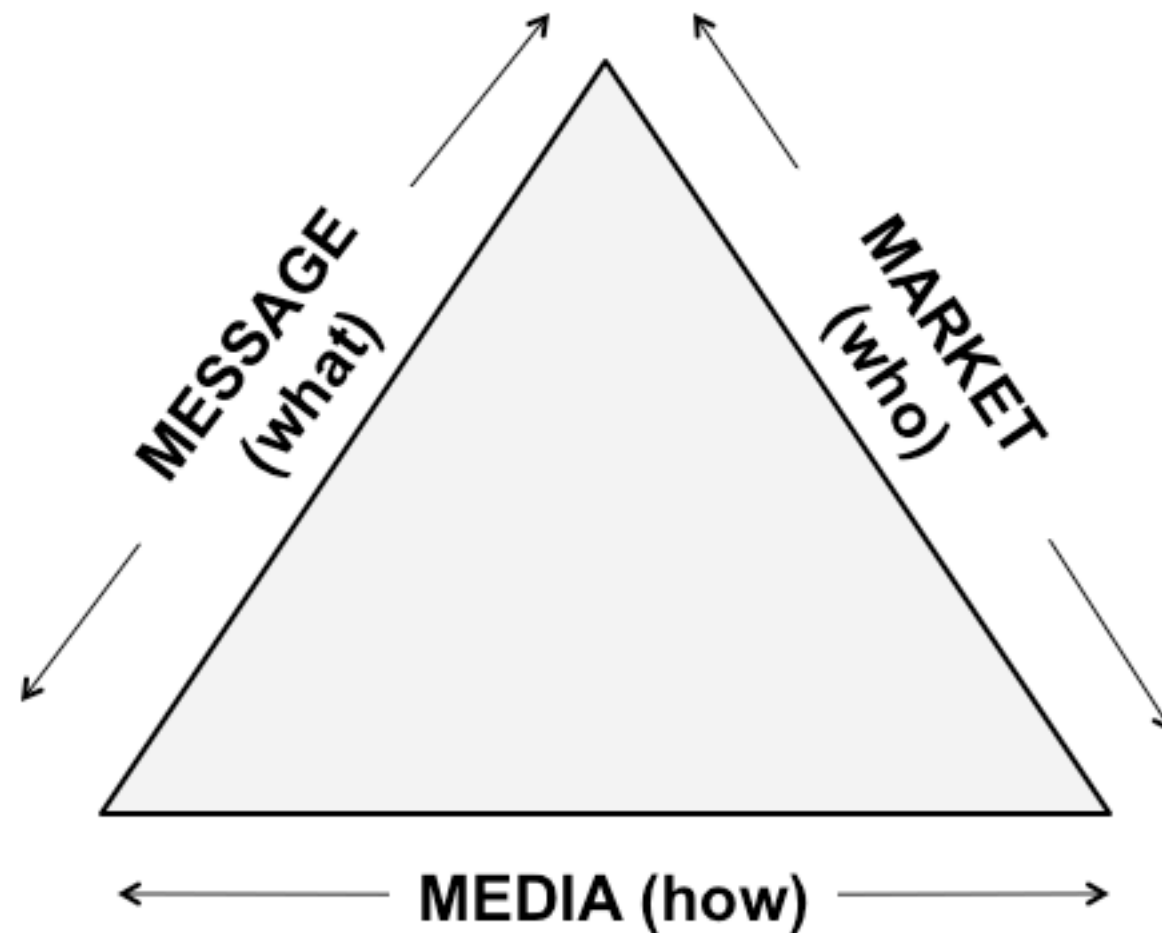


Total Visits	351.06K
	▲ 10.21%
⌚ Avg. Visit Duration	00:01:03
📄 Pages per Visit	1.58
➡ Bounce Rate	57.65%



ALEX FEDOTOFF

Marketing Results Triangle



1

You use Facebook ad platform as a fuel and watch your business explode!



ALEX FEDOTOFF

**Now It's Your Turn To Scale Your Business With
Facebook Advertising!**



ALEX FEDOTOFF