



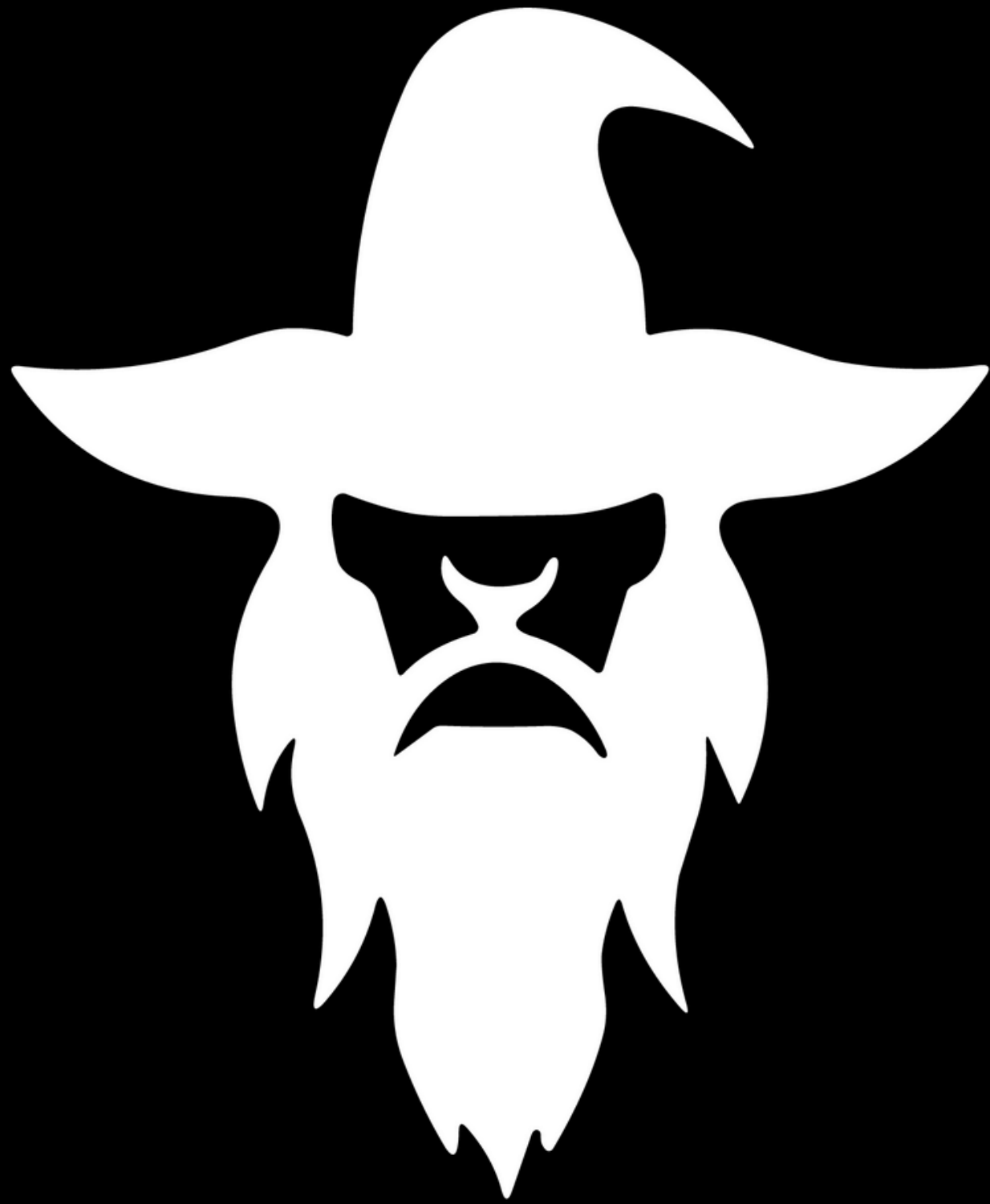
LEAD  
OZ



**Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come.**

**- Mark Waid**





# About us

We're a lead generation agency delivering customized marketing solutions to business owners. Our team has extensive experience in over 40 high ticket niches and we use a data-driven approach to drive results. We're committed to providing exceptional customer service and working closely with our clients to crush their goals.



**Made for High-Ticket Businesses**





# Discussion Outline

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Introduction

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Our Team and Process

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Our Solutions

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Pricing

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Referral

**Why Lead Oz?**



WITH LEAD OZ, YOU HAVE  
**MORE TIME**

for Selling,  
Strategy,  
Innovation, and  
Growing your Business.

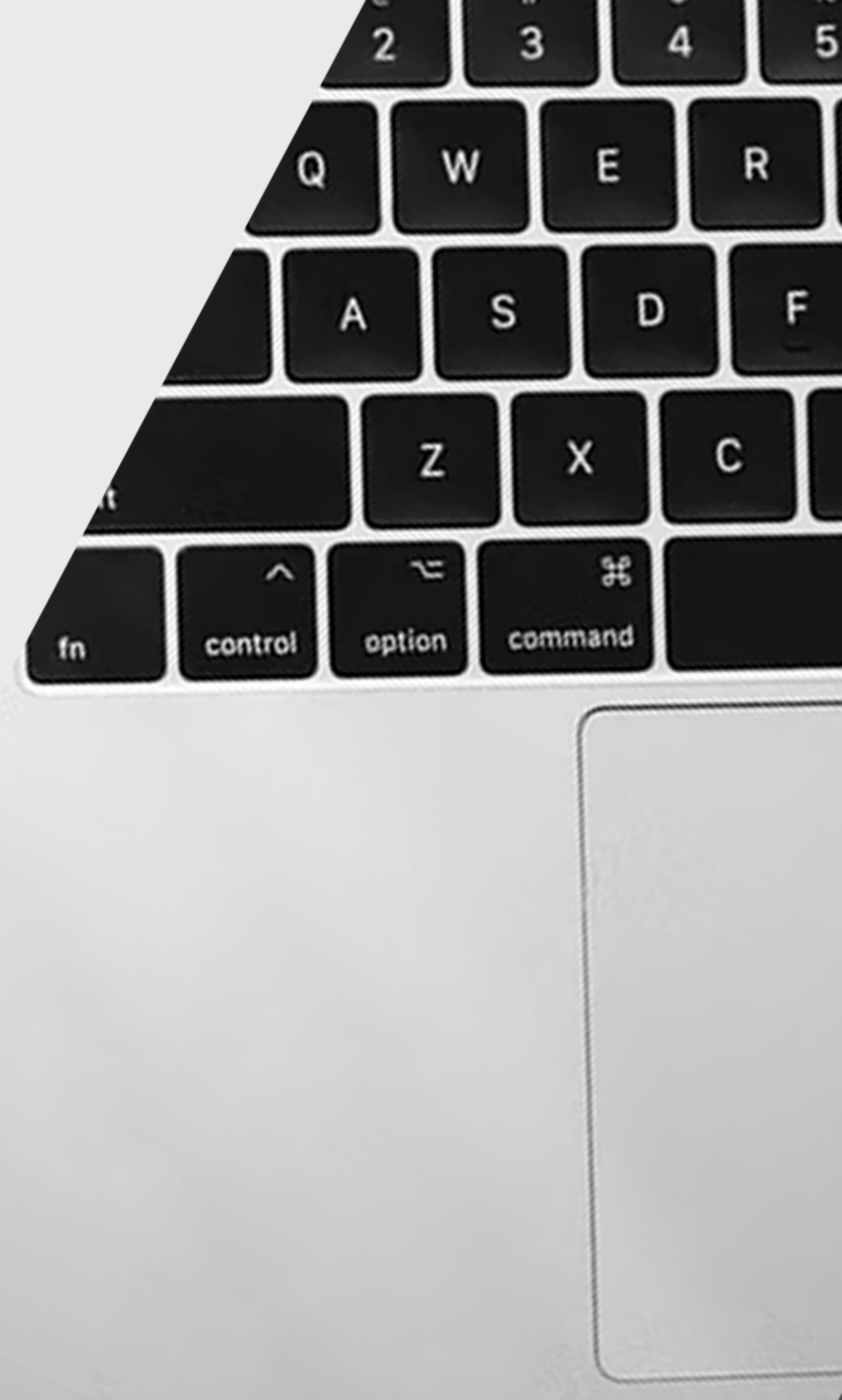




WE TAKE CARE OF

# Client Acquisition

BOOKING APPOINTMENTS ON YOUR  
CALENDAR SO THAT YOU CAN  
FOCUS ON CLOSING THEM.







WE TAKE CARE OF

# Ad Management

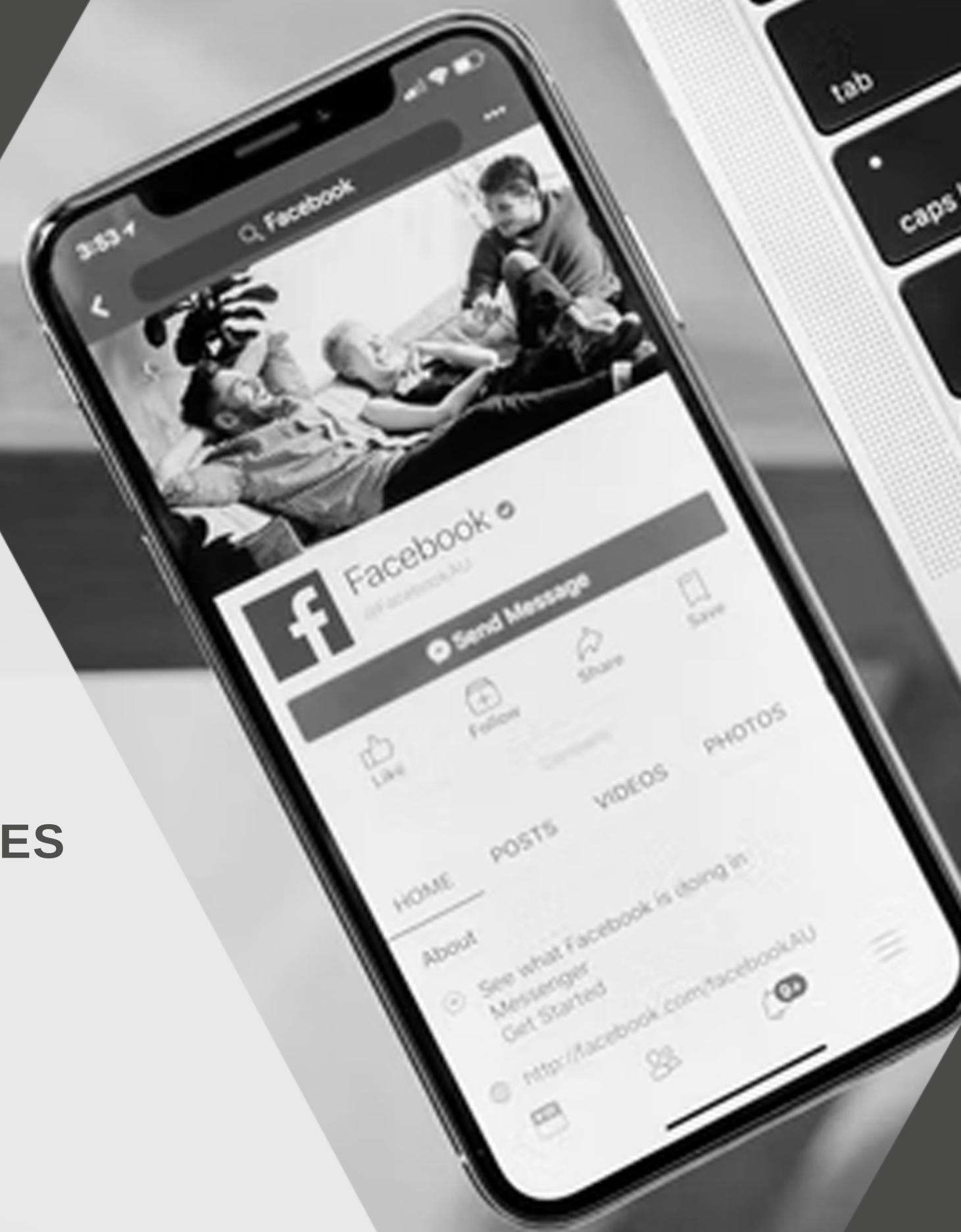
FROM THE COPY, DESIGN,  
AND SPLIT TESTING TO ESTABLISHING  
THE BACKEND CONNECTIONS



WE TAKE CARE OF

# CRM & SOPs

STREAMLINING YOUR BUSINESS'S INTERNAL PROCESSES  
WITH AUTOMATION SO THAT YOU CAN  
DRIVE PREDICTABLE REVENUE.



# We allow you to scale

## 01 Focus on what you're good at, let us handle the rest

No need to hire or train

## 02 You have a full team

Designers, Media buyers, Copywriters, and Technical  
wizards while optimizing for labor costs

## 03 We bring you results

Results generated for 40+ niches

We know the targetings, offers, copy, and creatives that  
convert



# We've driven results for over 40 different niches



<b>01</b>	Coaching	<b>09</b>	Law: P. Injury	<b>17</b>	Solar	<b>25</b>	Health care	<b>33</b>	Agencies
<b>02</b>	Consulting	<b>10</b>	Fin. Officers	<b>18</b>	Health Centers	<b>26</b>	Dental	<b>34</b>	Plumbing
<b>03</b>	E-learning	<b>11</b>	Mortgage	<b>19</b>	Pest Control	<b>27</b>	Medical Spas	<b>35</b>	Content
<b>04</b>	Info-Products	<b>12</b>	Brokers	<b>20</b>	Photography	<b>28</b>	COVID Testing	<b>36</b>	CRM Tools
<b>05</b>	House Flippers	<b>13</b>	Furniture	<b>21</b>	Roofing Contracts	<b>29</b>	Flood Insurance	<b>37</b>	Auto sales
<b>06</b>	K&B Renov.	<b>14</b>	Orthopedics	<b>22</b>	Gyms	<b>30</b>	Hardscaping	<b>38</b>	K&B Renov.
<b>07</b>	Transportation	<b>15</b>	Credit Repair	<b>23</b>	Personal and Business Loans	<b>31</b>	Home Caregiver	<b>39</b>	Home Services
<b>08</b>	Events	<b>16</b>	SaaS	<b>24</b>	Accounting	<b>32</b>	Life Insurance	<b>40</b>	SEO Services

# Our Process



01

## ONBOARDING

Once you sign the agreement, we will forward you an onboarding form. This will allow us to gain a deeper understanding of your business and its goals, so we can hit the ground running and start getting results.

02

## STRATEGIZE WITH YOUR ACCOUNT MANAGER

Your devoted Account Manager will coordinate a strategy call with you, exploring your form responses to put together a plan that's tailored to reach our goals.

03

## CAMPAIGN LAUNCH

Using the insights from your strategy call, we'll set everything in motion. This includes prepping our team, pinpointing your target audience, and firing up your campaign.

04

## BOOKED UP CALENDAR

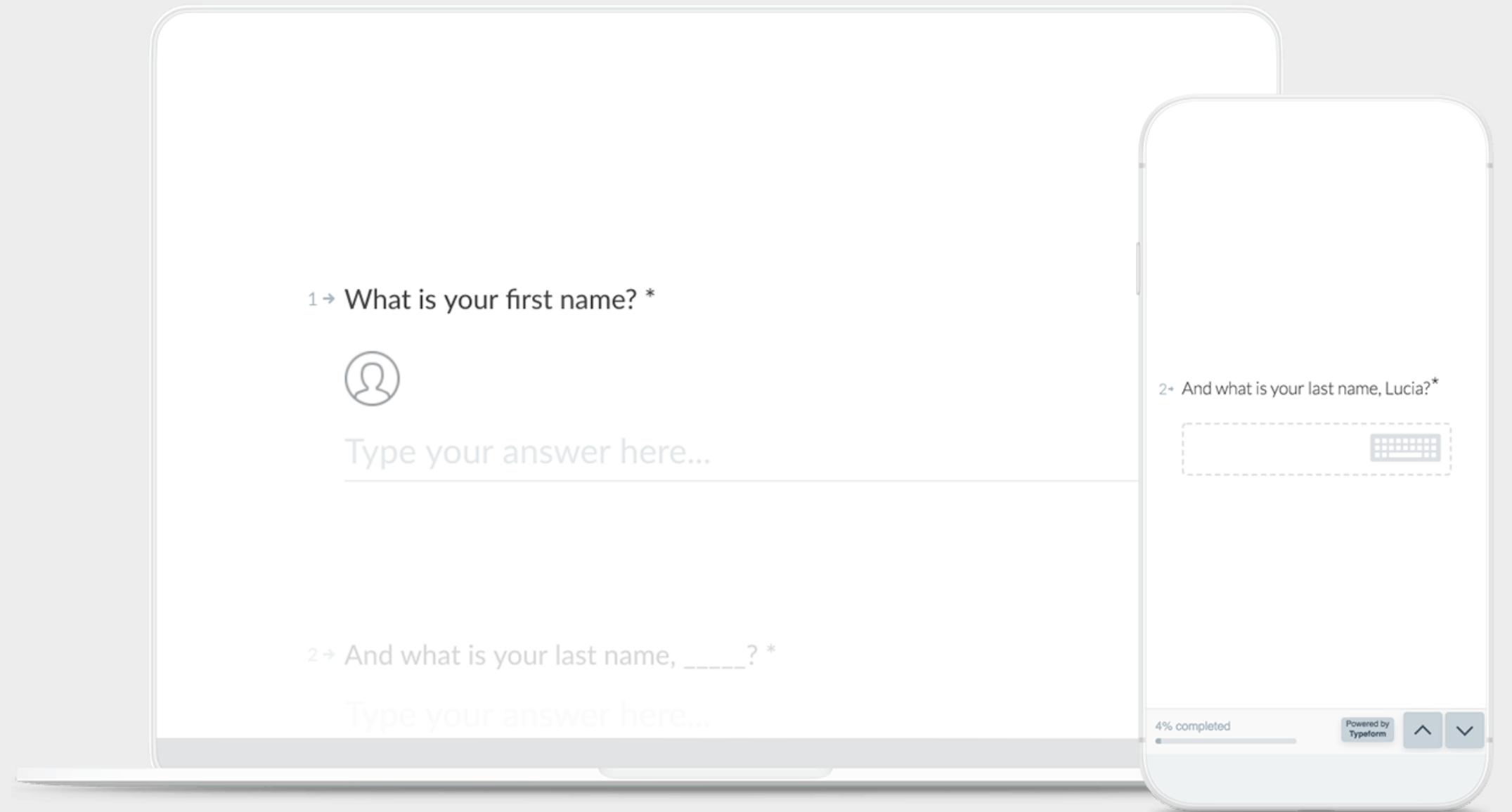
Once your campaign is in full swing, we'll begin to book up your calendar. Anyone who opts in and doesn't book an appointment or misses a call will be hunted down by your assigned appointment setter.

05

## SUCCESS & REFINEMENT

Benefit from ongoing enhancements aimed at constantly increasing conversion rates. Our team will consistently review and optimize your campaign to ensure we are generating a 3.5-5x ROAS (Return on Ad Spend).

# ON BOARD ING



# ON BOARD ING

**D 0**



Invoice is  
Processed and  
Contract is signed

Onboarding portal is sent to you via email once investment has been processed.

**D 1**



Onboarding form is filled out,  
Kick-Off Call is scheduled, and  
sales assets are created

You're assigned your account manager, copywriter, designer, technical specialist, and media buyer



**D2-4**



**D5-7**



Ad accounts are configured and have been shared with us successfully

Google and/or Facebook Tags, API Tracking, GTM, Analytics, Zap Integrations, Email Automations, and other technical set up is done.

Sales Assets have been reviewed by You and we have the OK to launch our campaign

ON  
BOARD  
ING



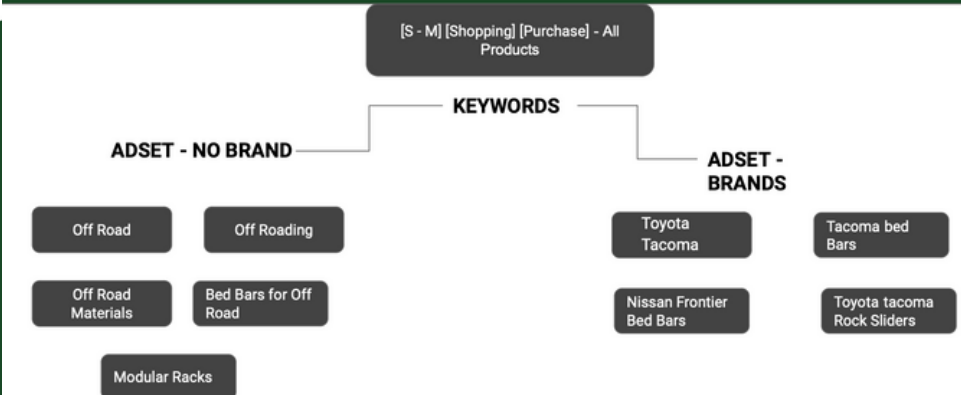
# Our Ad Process

- Research of 20 of your competitor's offers, ads, and Landing Pages/Sites
- Suggestions of offers for your clients to beat the competition with a strategy that will put you ahead of all your competitors
- Creation of copy and creatives
- Creation of the targeting and the location we'll be running ads for
- Creation of the ad structures based on offers and services/products we'll be running ads for
- Revisions implemented in 24hrs and ads launched

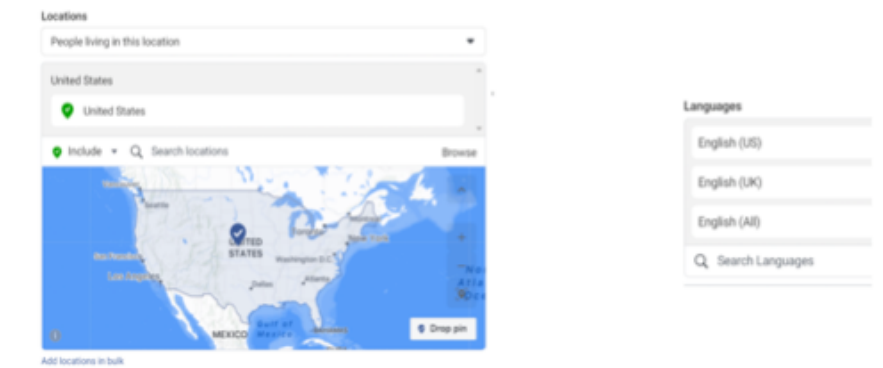
## Client Name

Google ads Overview

## Primary Structure



## Location



## Copy Overview

**Copy:** ATTENTION REAL ESTATE INVESTORS LOOKING TO SCALE TO 7-FIGURES PLUS!

REAL ESTATE INVESTORS LOOKING TO SCALE TO 7-FIGURES PLUS, PLEASE READ!

If you want to hit 7-figures plus as a Real Estate Investor, you have to master your acquisition skill.

As I always say: The one who set their acquisition skills better than anyone else, is going to win more deals!

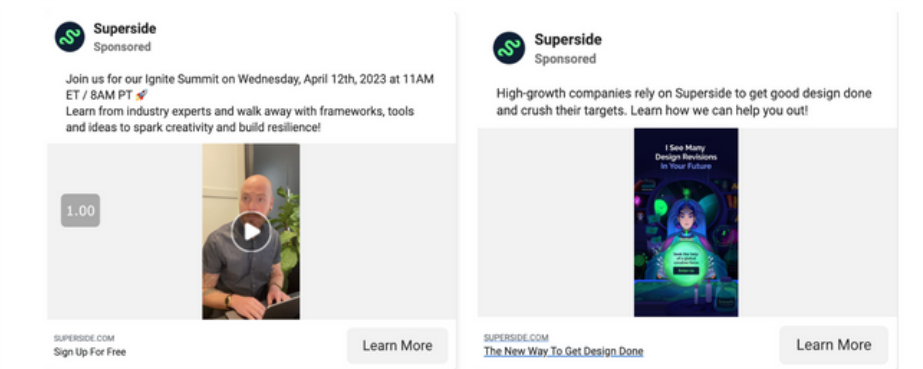
And to help you to reach the next level in this business I created this free ebook to teach you How To DOUBLE YOUR DEALS IN 90 DAYS OR LESS.

Click the link below to "Download" now for FREE!

## Audience Testing Plan - Week 1

Offer	Audiences	Budget
Time Saved Offer	Audience 1	\$33.00
	Audience 2	\$33.00
	Audience 3	\$33.00
	Audience 4	\$33.00
	Audience 5	\$33.00
	Audience 6	\$33.00
Niche Offer	Audience 1	\$33.00
	Audience 2	\$33.00
	Audience 3	\$33.00
	Audience 4	\$33.00
	Audience 5	\$33.00
	Audience 6	\$33.00
Promises Offer	Audience 1	\$33.00
	Audience 2	\$33.00
	Audience 3	\$33.00
	Audience 4	\$33.00
	Audience 5	\$33.00
	Audience 6	\$33.00

## Competitor Example Ads





# The Founders

*Meet our leaders*

Ryan Rivera

Co-Founder



Tomer Levi

Co-Founder





James  
Media Buyer



Lepper  
Account Manager



Line  
Account Manager



Giulia  
Media Buyer



Will  
Sales



Livia  
Media Buyer



Silas  
Tech Specialist



Carlos  
Media Buyer



Eduarda  
Media Buyer



Fernando  
Media Buyer



Gerald  
Tech Specialist



Ana  
Account Manager



Lucca  
Media Buyer



Jimmy  
Designer



Jackson  
Copywriter



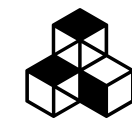
Vitor  
Social Media

# Management Offer creation

## Reformulate your offer

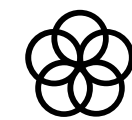
We use Alex Hormozi's method to analyze and execute your offer.

We research existing offers and map out your ICP's desires, pain points, problems, and solutions creating a strong offer that we can go to market with.



## 1 The Value Equation

$$\frac{\text{Dream outcome} + \text{Perceived Likelihood of Achieving}}{\text{Time delay} + \text{Effort and Sacrifice}}$$



## 2 Dreams Outcome

Sell the solution. It has to be about your prospects arriving at the solutions. When you are thinking about your dream outcome, it has to be them arriving at their destination and what they would like to experience.



## 3 Problems

When listing out problems, we think about what happens immediately before and immediately after someone uses your product/service. What's the "next" thing they need help with? These are all the problems. Think about it in insane detail to create a more valuable and compelling offer for our clients as you'll continually be answering people's next problem as it manifests.



## 4 Solutions

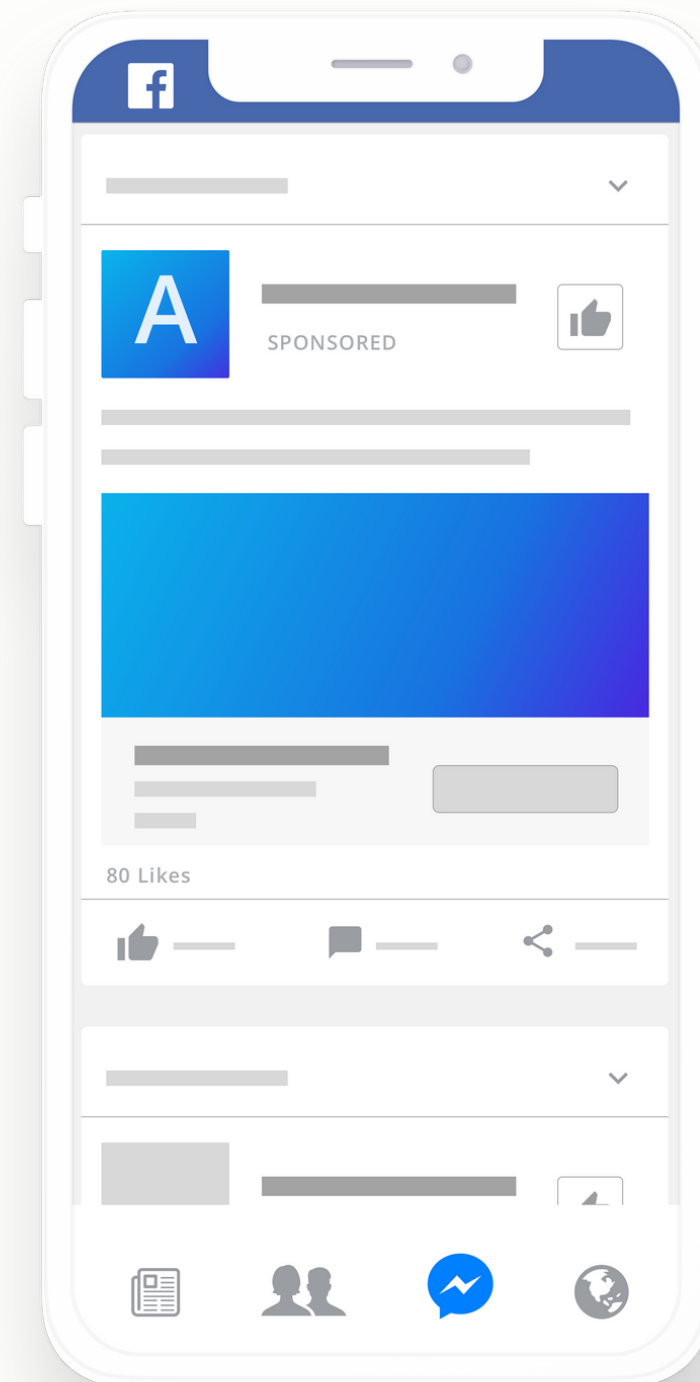
Creating the solutions list has two steps. First, we are going to first transform our problems into solutions. Second, we are going to name these solutions. Once we have our list of solutions, we will operationalize how we are actually going to solve these problems (create value) in the next step.

# Management Creatives

How we make creatives and copy using tested images following Mawer Capital's principles:

**We develop a new offer, creatives, and copy with personalized:**

Copy  
Template  
Images  
Headline  
Promise  
CTA and much more



# Creatives

Here are some examples of the creatives we've done for our clients:



**NUME**  
PROFESSIONAL STYLING TOOLS

**Straightener**

**\$75 off**  
all straighteners

NUME

PROFESSIONAL STYLING TOOLS

Advertisement for Nume straighteners featuring two black hair straighteners against a white background with faint text.



**Ditch Sugar & Outsmart Cravings With Keto Cereal**

Low Sugar Low Calories Low Carb

Schoolyard Snacks

KETO CEREAL

Advertisement for Schoolyard Snacks Keto Cereal showing boxes of cereal and a bowl of cereal.



**Don't wait to buy Life Insurance; rates increase with age and health changes.**

Let's get you covered before it's too late!

LEARN MORE

TRULIFE

Advertisement for TrueLife insurance featuring a family of four smiling.



**Travel agencies:**  
Don't let your competition book the best trips!

Get more qualified leads from travel seekers & increase sales!

Advertisement for travel agencies featuring a woman sitting on a suitcase with travel icons like the Statue of Liberty and Eiffel Tower.



**Luxury Garage & Home Solutions**

Are you ready to let Blue Diamond take your home and garage to the next level?

LEARN MORE

Advertisement for Blue Diamond Garage & Home Solutions showing a car in a garage.



**Accounting, Taxes and Consulting.**

A powerhouse team of tax and accounting professionals that transcends the conventional tax and accounting experience.

LEARN MORE

Click to "LEARN MORE" and talk with one of our experts today.

REVONARY  
Accountants & Advisors, LLC

Advertisement for Revonary featuring a man looking at a tablet.



**Secure your family's financial future with life insurance.**

We'll help you find a policy that reflects your needs and fits your budget.

TRULIFE

Advertisement for TrueLife life insurance featuring a family of four.



healthy-finds.com

FATCO

STANK STOP NATURAL DEODORANT

Samples

YOU'LL SWIPE RIGHT FOR

Advertisement for Fatco deodorant featuring a hand holding deodorant sticks and a bowl of nuts.



**Signature TEES**

WWW.YOUNGLA.COM

Advertisement for Signature Tees showing four different colored t-shirts.

# Management Copy



## Research

### Headline

### Body copy

Present the product  
Put the claims in action  
Tell your customer what happens when they buy  
Show him how to test your claims  
Stretch out your benefits in time  
Testimonials  
Show experts approval  
Compare, contrast, prove superiority..  
Make their problem worse, and solve it for them.  
Show how easy it is to get these benefits.  
Use metaphor, analogy, imagination  
Summarize  
Offer guarantee  
Call to action.

### Call to Action

**"Every product gives you dozens of keys. But only one will fit the lock."**  
Eugene Schwartz

1. Intensification
2. Identification: tell the prospect they will be the person they desire to be in their head (well-read, rebel, etc)
3. Gradualization: start with a belief your prospect accepts and extend it.
4. Redefinition: remove roadblocks before they arise.
5. Mechanization: explain how the product works.
6. Concentration: disqualify the competition.
7. Camouflage: write your ad as if it was an informational article.

An aerial, black and white photograph of a city street. The street is wide and has a large 'X' or crosswalk pattern painted on it. Several people are walking across the street. In the top left corner, two women are walking towards the camera. In the bottom left, a person is walking away from the camera. In the bottom center, a man is walking across the street, talking on a mobile phone. The background is a light, textured surface, possibly a sidewalk or plaza.

# How we're different than other agencies

- ✦ **Communication is more dynamic through a slack channel as opposed to emails and other slower methods**
- ✦ **We develop a new targeting, offer, copy, creatives, and action for each client**
- ✦ **We optimize based on what's converting and not only by low CPLs leveraging a CRM and UTM parameters**
- ✦ **We set up the API tracking and not only web tracking**



# How our process is different than other agencies

🧙 We define the desired KPI together with the client OR the client tells us the desired KPI

🧙 Every day we have a morning call to review the desired KPI of the last 14 days

🧙 The result is updated daily and classified according to its ideal achievement with color coating.

🧙 Based on these color coatings, we carry out optimizations to improve results

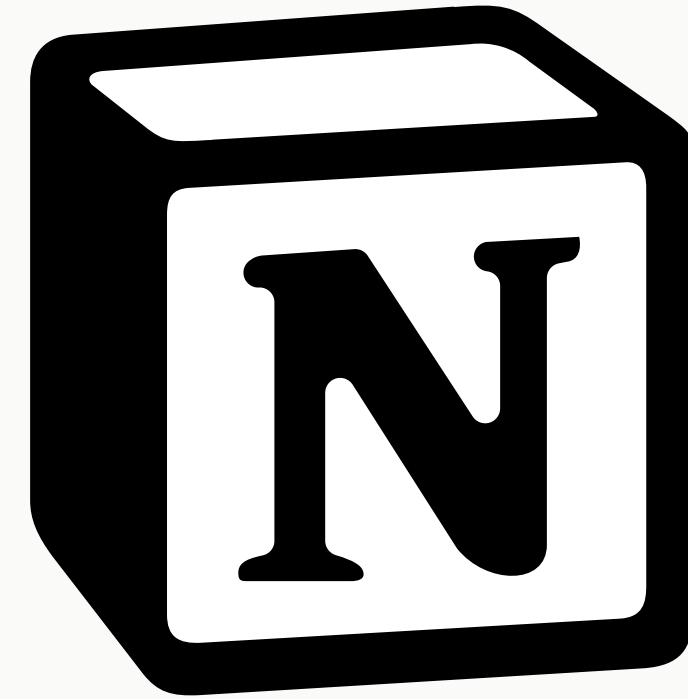
🧙 Our media Buyers have a Variable Pay of 12.5% on top of their salaries which is paid according to the performance of the KPI established by the clients

	Account Manager	Media Buyer	Last 14D	Ad Spend	Actual Cost/Result	Results	% Difference
Wieden+Kennedy	Lepper	Livia	4/13/2023	\$1,942.70	19.23	3.00	0.0%
BBDO	Lepper	Livia	4/13/2023	\$1,061.05	\$1.01	1,050.00	26.3%
DDB Worldwide	Lepper	Livia	4/13/2023	\$437.06	\$87.41	5.00	-74.0%
Grey Group	Lepper	Livia	4/13/2023	\$2,806.16	\$53.96	52.00	27.0%
Leo Burnett	Wesley	Livia	4/13/2023	\$61.23	\$61.23	\$61.23	-76.0%
Saatchi & Saatchi	Lepper	Livia	4/13/2023	\$1,158.23	\$7.77	149.00	-22.3%
McCann Worldgroup	Lepper	Livia	4/13/2023	\$3,049.46	\$3.41	894.00	36.4%
JWT	Lepper	Livia	4/13/2023	\$210.99	\$210.99	\$210.99	-8.0%
Publicis Worldwide	Wesley	Livia	4/13/2023	\$0.00	\$0.00	0.00	-11.0%
MullenLowe Group	Wesley	Livia	4/13/2023	\$1,061.05	\$1.01	1,050.00	-23.0%
Havas Worldwide	Wesley	Livia	4/13/2023	\$243.42	\$6.41	38.00	-57.3%
TBWA Worldwide	Wesley/ Lepper	James	4/13/2023	\$1,369.26	0.00	31.00	-42.1%
180LA	Wesley/ Lepper	James	4/13/2023	\$1,158.23	\$7.77	149.00	-50.3%
Droga5	Lepper	James	4/13/2023	\$3,049.46	\$3.41	894.00	31.2%
Anomaly	Lepper	James	4/13/2023	\$61.23	\$61.23	\$61.23	-64.7%
R/GA	Lepper	James	4/13/2023	\$5,139.33	2.52	121.82	16.1%
72andSunny	Lepper	James	4/13/2023	\$0.00	\$0.00	0.00	100.0%
Arnold Worldwide	Joao	James	4/13/2023	\$1,252.99	\$59.67	21.00	-14.8%



# Management Tool

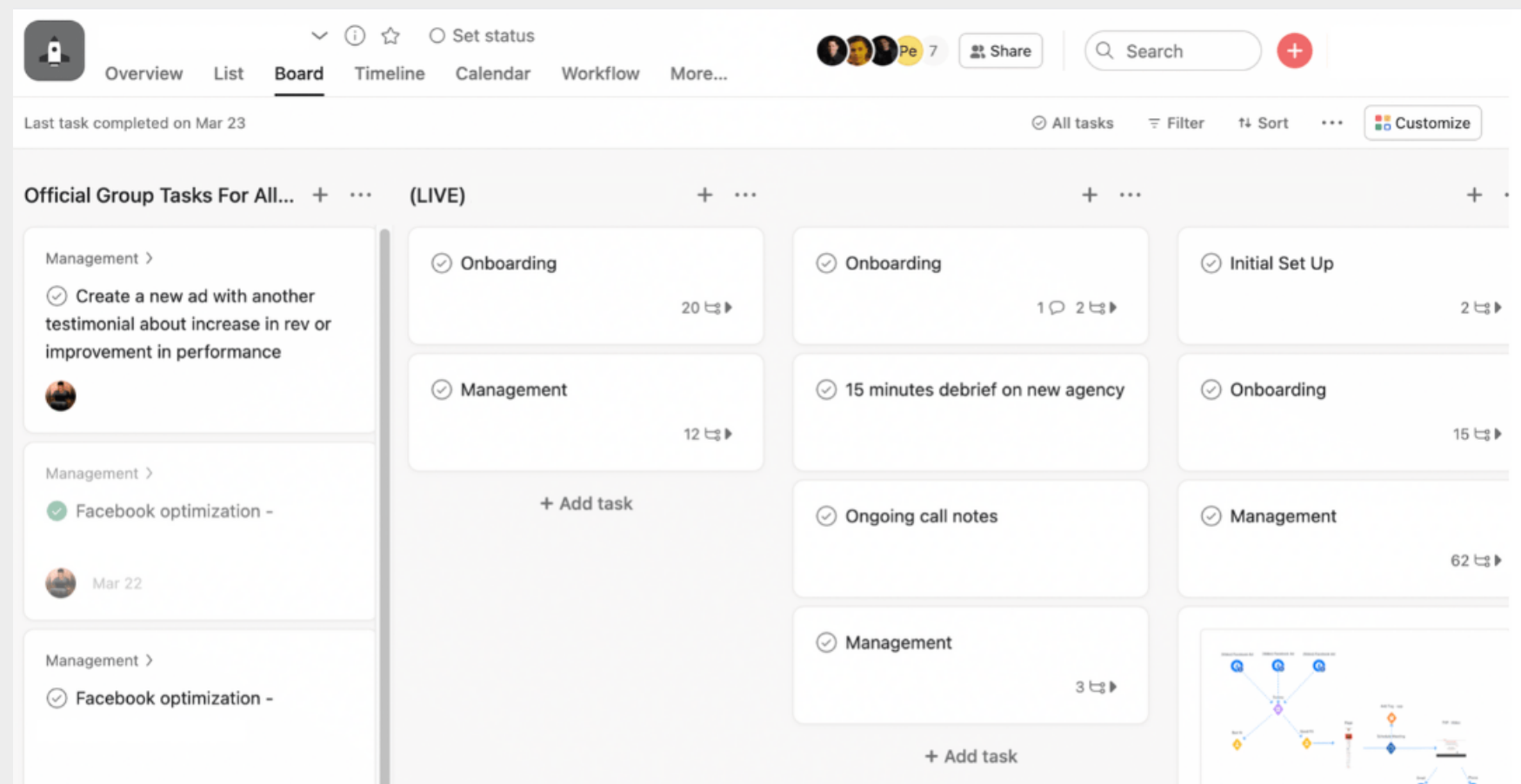
You can follow all the tasks created and completed of your projects



# Management

## ACTIVITIES

You can keep track of all tasks that are created and completed



✓ Facebook optimization - {Maverick}	Jan 14	
✓ Facebook optimization - {Maverick}	Jan 26	
✓ Facebook optimization - {Maverick}	Feb 4	
✓ Facebook optimization - {Maverick}	Feb 9	
✓ Facebook optimization - {Maverick}	Feb 18	
✓ Facebook optimization - {Maverick}	Feb 24	
✓ Facebook optimization - {Maverick}	Mar 14	
✓ Facebook optimization - {Maverick}	Mar 22	

**This is how we stay on top of**  
Recurring Ad Optimizations



# Management Reports

We provide you with 2-3 weekly ad optimization email updates on what's working, what's not working and what we're doing to improve results.

This keeps you informed and aware of the work going into their your business so you're excited for what's to come. You'll receive these updates in your email such as the print shown below.

We'll be able to review this information on our calls together. The key here is to show you the work we're doing so you feel confident in our trajectory together and maximizing returns on their ad spend.



Task Like this task

**Facebook Ads Optimization - Electrical and Mortgage**

Assigned to

Projects

- [ ] [ ] Agency Ads

LC | Aug 30, 2022 at 9:23am

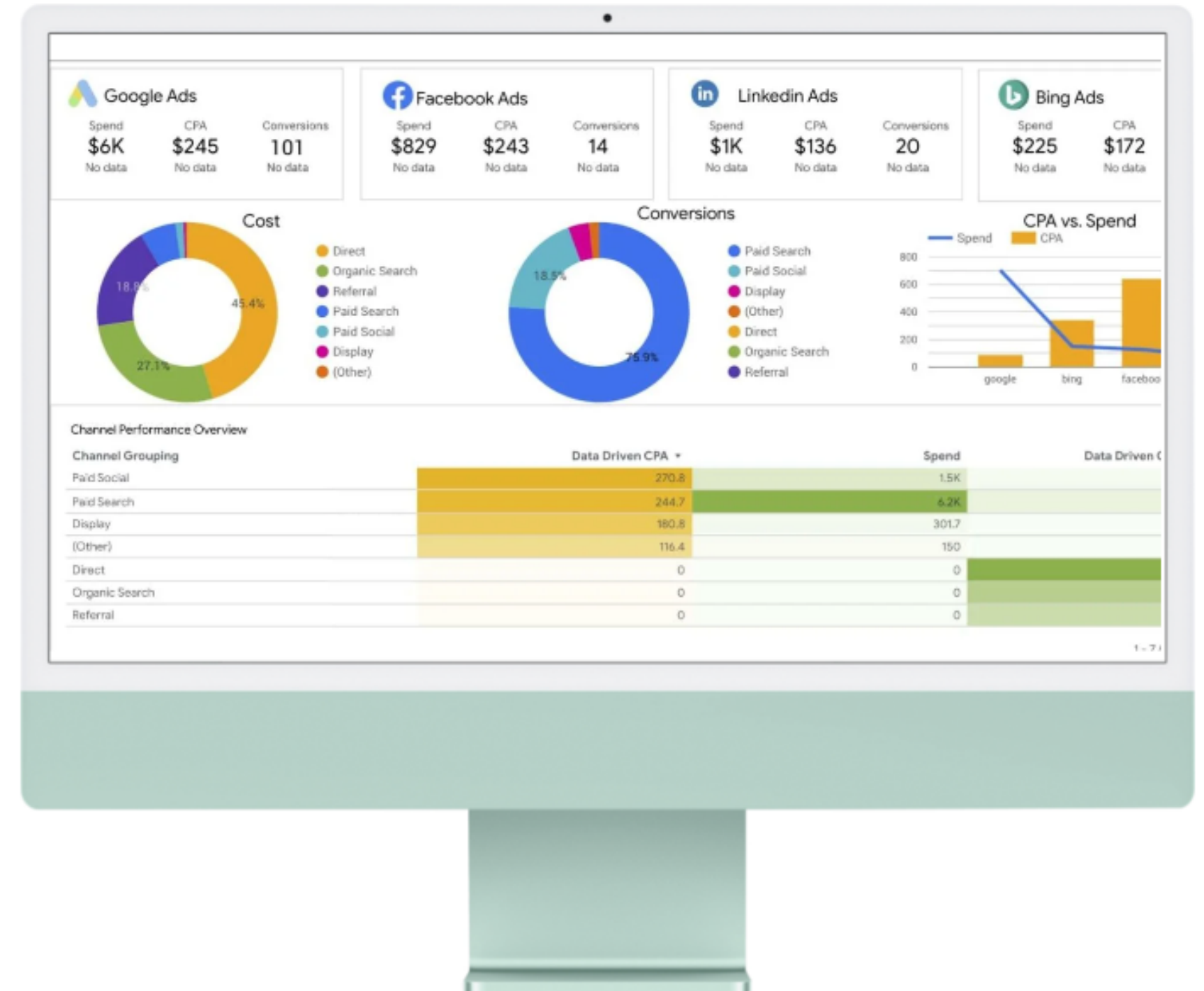
- The cost per lead is good for both offers. Electrical: \$7,78 and Mortgage \$9,38
- I paused some ad sets because the cost per lead was high and replaced them with new ones. To lower the cost per lead
- The dynamic ad optimization where Facebook switches to the best ad worked and reduced the

...

[Read full comment in Asana](#)

# Management Reports

We use Google Data Studio and reports can be more custom to your needs.





# Summary

## TRACKING

- FB WEB + API
- Offline conversions
- Analytics
- GTM

## ADVERTISING MANAGEMENT

- Account optimizations
- 3 optimizations a week
- Ticketing system for recurring reminders
- Analysis of metrics in the funnel optimized for each stage (CTR, CPM, CPL, Return On Ads Spend, etc)



# Management Communication

We create a slack channel for you so your team and ours can communicate with each other.

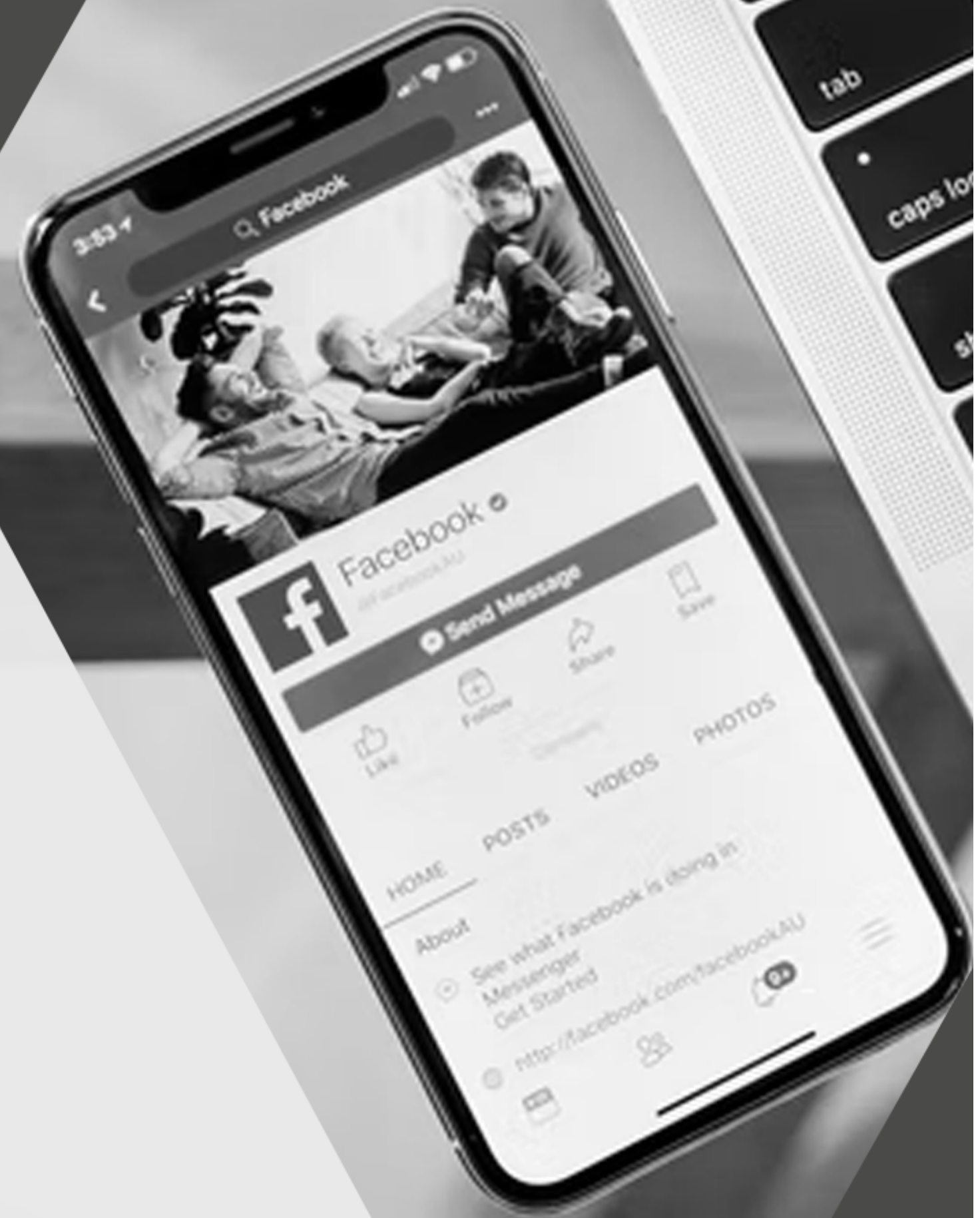
You can add whomever you would like to your side and from our side, you will have access to: your dedicated Account Manager, Media Buyer, Designer, and Technical Wizard



WE TAKE CARE OF GENERATING

# Results

YOU FOCUS ON GROWING YOUR BUSINESS.





# Results

## B2C Concrete Coating Company

We assisted in the implementation and usage of the Go High Level's (CRM) sales pipeline to properly measure ROI per revenue channel as well as the entire lead generation strategy.

We spent \$20K on ads and generated \$127K in closed deals

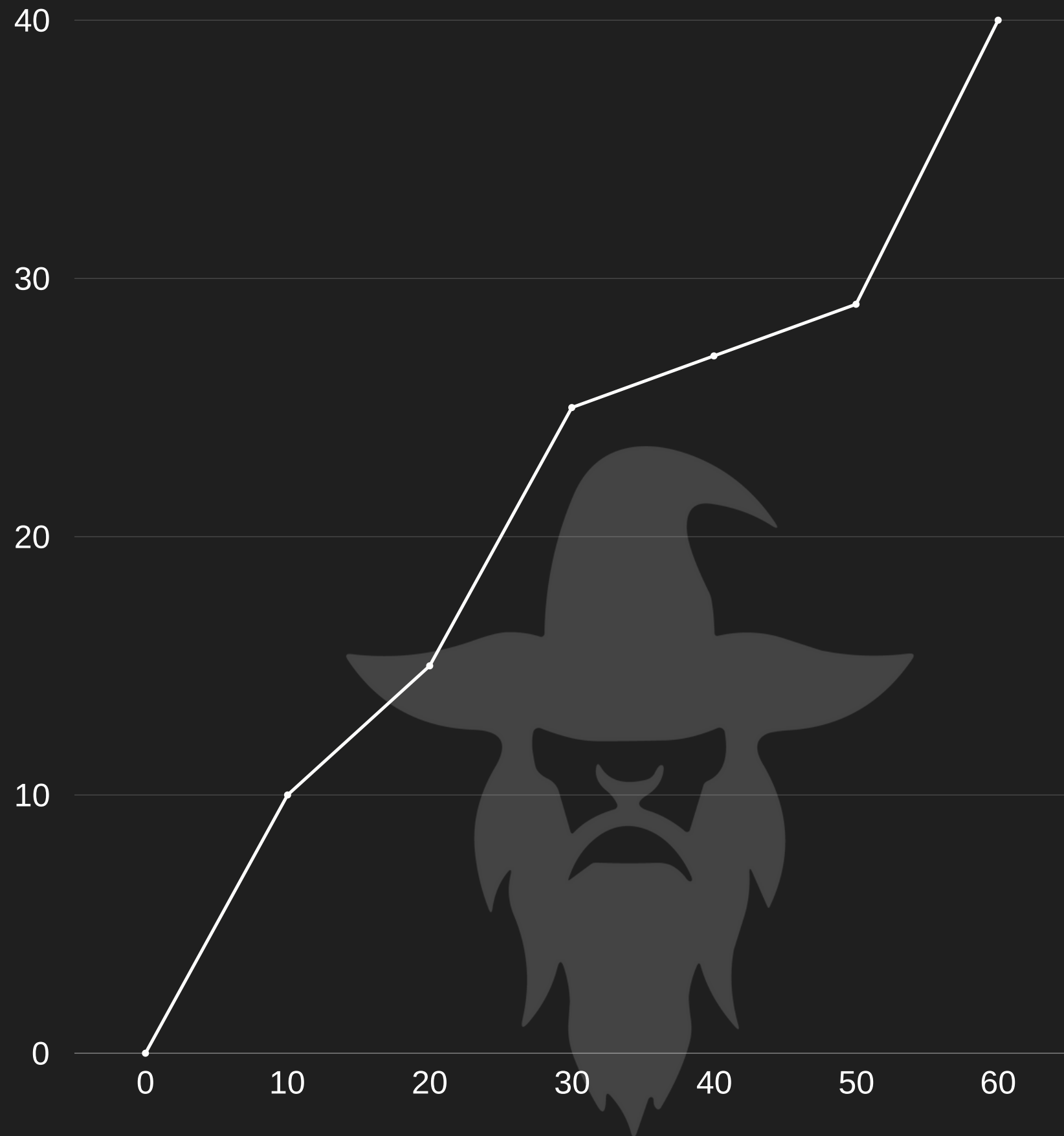
### SERVICES DELIVERED:

CRM Implementation

Lead-generation tracking

Facebook and Google Advertising

Advertising ROI Analysis



# Results

## Med Spa Client Acquisition Ads

To increase the quality of leads and lower the cost per conversation started, we created an irresistible offer, new Ads, and writing. Touching on the pain points and desires of the Target Audience.

As expected, the cost per conversion dropped by more than 13.2X (from \$66.42 to \$5.40)

**SERVICES DELIVERED:**

Facebook Ads Copy & Creatives

Facebook Ads Build

Revised go-to market communication strategy



# Results

## Beauty e-commerce

We assisted them in launching several goods by using direct-response marketing assets, dynamic catalog integration for product campaigns, and delivered compliant (and congruent) Facebook Ads.

We incorporated a strategy to leverage their User Generated Content as Middle Of the Funnel ads creating trust and resulting in more sales.

### **SERVICES DELIVERED:**

Facebook Ads Copy & Creatives

Facebook Ads Build

Facebook Ads optimization

Tracking optimization

Funnel optimization

# 10K ADS

increase of 7x  
Return On Ads  
Spend in sales  
after six months

CPA  
dropped  
from \$80 to  
\$15





# Case Studies

RESULTS SPEAK FOR THEMSELVES.





# Results

Niche: Med Spa

- Med Spa had a goal of paying \$31.85 per lead, we managed to generate leads at \$9.06 decreasing the cost by 71.55% Client had a goal of paying \$127 per booked call, we managed to generate booked calls at \$22.15, decreasing the cost by 82.61%

L2C - Phase 1 - Website Leads - 02/06	66 <sup>[2]</sup> Website Leads	9,351	13,812	\$9.06 <sup>[2]</sup> Per Lead	\$598.06	Ongoing	27 <sup>[2]</sup>	27 <sup>[2]</sup>
---------------------------------------	------------------------------------	-------	--------	-----------------------------------	----------	---------	-------------------	-------------------

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Lead Magnet	453	379	69	18.21%
> <input checked="" type="checkbox"/> Booking	88	73	27	36.99%
> <input checked="" type="checkbox"/> Thank You	30	26	-	-
> <input checked="" type="checkbox"/> Privacy Policy	2	2	-	-





# Results

Niche: Agency

- Agency had the goal of generating booked calls at \$44, we managed to generate the booked calls for \$34.68 each, decreasing the cost by 22%. We also generated leads at \$9 each.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled
L2C - Phase 3 - Website Leads - 01/30	117 <sup>[2]</sup> Website Leads	56,591	104,966	\$34.68 <sup>[2]</sup> Per Lead	\$4,057.16	Ongoing	15 <sup>[2]</sup>

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	1050	896	105	11.72%
> <input checked="" type="checkbox"/> VSL	159	133	14	10.53%
> <input checked="" type="checkbox"/> Thank You	18	13	-	-
> <input checked="" type="checkbox"/> Appointment Confirmation	2	1	-	-
> <input checked="" type="checkbox"/> Privacy Policy	4	3	-	-





# Results

Niche: Coach

- An info-producer coach had the goal of generating leads at \$20, we managed to generate them at \$9.65, saving 51.56% per lead. He also needed booked calls to be under \$150, we managed to generate them for about \$18.5, 87.64% better than the goal

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled
[ON] [FLZS-S] [LEAD] [OPTIN] Gavin Watson	48 <sup>[2]</sup> Website Leads	6,200	10,652	£9.65 <sup>[2]</sup> Per Lead	£463.27	Ongoing	5 <sup>[2]</sup>

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	290	238	47	19.75%
> <input checked="" type="checkbox"/> VSL	198	143	25	17.48%
> <input checked="" type="checkbox"/> Thank You	25	25	-	-
> <input checked="" type="checkbox"/> Disclaimer	1	1	-	-
> <input checked="" type="checkbox"/> Privacy Policy	1	1	-	-





# Results

Niche: Lead Gen Agency HVAC

- An Agency for HVAC Companies had a goal of generating leads for around \$122, we managed to generate them at \$46.8. Their desired cost for booked calls was around \$600 based on history, we managed to generate booked calls for \$316, 48% better than what they had before.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled	Website appointments scheduled
L2C: P3 - Air Conditioning/Heating System/Entrepreneurship/Tool Brands/   Men   25-5...	27 <sup>[2]</sup> Website Leads	12,023	24,868	\$46.83 <sup>[2]</sup> Per Lead	\$1,264.42	Ongoing	4 <sup>[2]</sup>	4 <sup>[2]</sup>

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	697	612	31	5.07%
> <input checked="" type="checkbox"/> VSL	47	37	-	-
> <input checked="" type="checkbox"/> Booking	33	23	12	52.17%
> <input checked="" type="checkbox"/> Thank You	14	12	-	-
> <input checked="" type="checkbox"/> Privacy Policy	3	3	-	-
> <input checked="" type="checkbox"/> Appointment Confirmation	1	1	-	-







# Results

Niche: Real Estate Coach

- A real estate coach was promoting a webinar to help people with their investments on the market. The goal was to generate applicants for his webinar for \$15 each, we managed to generate them at \$4,48. About 70% better than expected.

Using ad set bid...	Using ad set bu...	7-day click or ...	360 <sup>[2]</sup> Website Leads	45,232	62,752	\$4.48 <sup>[2]</sup> Per Lead
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# Results

Niche: Video Editing for Reels and Tiktok

- Client is an business selling a subscription for TikToks and Reels editing and was looking for a cost per lead of \$48 with a cost per booked call of around \$240. We managed to generate leads at \$5 and booked calls at \$19 generating results 88% better in cost per lead and 92% better in booked calls.

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	TOFU   COLD   Free 14 Day Trial   Starter Phase	80 [a] Website Leads	10,158	15,305	\$5.49 [a] Per Lead	\$439.32

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	779	616	75	12.18%
> <input checked="" type="checkbox"/> VSL	125	93	23	24.73%
> <input checked="" type="checkbox"/> Thank You	57	31	-	-
> <input checked="" type="checkbox"/> Privacy Policy	6	5	-	-
> <input checked="" type="checkbox"/> Calendar	14	5	5	100.00%
> <input checked="" type="checkbox"/> Appointment Confirmation	4	4	-	-





# Results

Niche: Leadership Coach

- Client is a leadership coach looking for managers looking to become better leaders. Expected cost per lead was \$30 and expected cost per booked calls was \$200. We managed to generate leads at \$13 and booked calls at \$144. Providing results 56% when comes to cost per lead and 27% better on the booked calls

<input type="checkbox"/>	Off / On	Campaign		At sett	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOFU   Ascend Executive Leadership   Starter Pha...	d set bu...	7..	89 [2] Website Leads	33,856	54,242	\$13.03 [2] Per Lead	\$1,159.68

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	634	536	91	16.98%
> <input checked="" type="checkbox"/> VSL	114	99	8	8.08%





# Results

Niche: Fitness Program

- Client sells a fitness program and was looking to get leads for around \$22 and booked calls around \$111. We managed to generate high levels of interest with leads at \$2.18 and booked calls at \$63. With a cost per lead 90% better than expected and 42% better than expected for each booked call

<input type="checkbox"/>	TOFU   Jason Nelson   Body Image Fitness   ...	7-day click o...	293 On-Facebook Leads	9,723	18,328	\$2.18 Per On-Facebook Le...	\$638.30
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	5	3	-	-
> <input checked="" type="checkbox"/> VSL	182	167	10	5.99%





# Results

Niche: Tree service company

- Client was looking for a cost per lead around \$12. We managed to generate leads at \$3 and booked calls at \$12 each. 74% of performance gain on cost per lead.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOFU   Cold   Tree Servicers   Starter Phase	7-day click o...	271 On-Facebook Leads	30,736	94,474	\$2.99 Per On-Facebook Le...	\$810.29
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
<input checked="" type="checkbox"/> Opt In Page	-	-	-	-
> <input checked="" type="checkbox"/> VSL PAGE	204	159	22	13.84%





# Results

Niche: Weight Loss

- Client had to goal of generating leads for \$15 and booked calls for around \$75. We managed to get them leads for \$3.41 and booked calls for \$35. Providing them 77% more efficiency when comes to lead cost and 52% on booked calls

<input checked="" type="checkbox"/>	L2C - Phase 3 - Website Leads - 2/7	-day click o...	320 <sup>[2]</sup> Website Leads	9,068	16,083	\$2.88 <sup>[2]</sup> Per Lead	\$920.05	Ongoing
<input type="checkbox"/>	L2C - P2: Audiences - Leads: Conversions - ...	-day click o...	282 <sup>[2]</sup> Website Leads	12,042	18,327	\$4.02 <sup>[2]</sup> Per Lead	\$1,135.01	Ongoing
<input type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/18	-day click o...	111 <sup>[2]</sup> Website Leads	4,714	7,247	\$3.24 <sup>[2]</sup> Per Lead	\$359.64	Ongoing
Results from 5 campaigns ⓘ			—	20,981 Accounts Center acco...	41,968 Total	—	\$2,437.57 Total Spent	

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optim	3316	2413	713	29.55%
> <input checked="" type="checkbox"/> VSL	846	617	-	-
> <input checked="" type="checkbox"/> Booking	179	125	69	55.20%
> <input checked="" type="checkbox"/> Booking (Clone)	65	55	39	70.91%





# Results

Niche: Financial Advisor

- Client was looking for leads at \$33 and booked calls at \$165. We managed to find a big demand for their work. Generating leads around \$9 and booked calls at \$33. Providing them 70% more efficiency in lead cost and 66% more on cost per booked call

<input checked="" type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/20	7-day click o...	133 <sup>[2]</sup> Website Leads	16,603	34,259	\$9.67 <sup>[2]</sup> Per Lead	\$1,286.76
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	964	741	222	29.96%
> <input checked="" type="checkbox"/> VSL	290	230	23	10.00%
> <input checked="" type="checkbox"/> Calendar Page	13	12	2	16.67%





# Results

Niche: Coaching for Real Estate Investing

- Client had the goal of generating leads at \$37 each and booked calls at \$206. We managed to get them leads at around \$7 and booked calls at \$47. That means 74% more efficiency on cost per lead and 77% on cost per booked call

<input checked="" type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/19   DO...	7-day click o...	266 <sup>[a]</sup> Website Leads	16,538	38,133	\$7.22 <sup>[a]</sup> Per Lead	\$1,920.91
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> <b>Optin</b>	1377	1067	227	21.27%
> <input checked="" type="checkbox"/> <b>VSL</b>	315	239	-	-
> <input checked="" type="checkbox"/> <b>Calendar</b>	70	54	25	46.30%





# Pricing



# Cost Of Hiring An In-House Team

ROLES THAT LEAD OZ TAKES OFF YOUR PLATE

## Salary Costs:

Project Manager	\$ 4,500.00
Media Buyer	\$ 5,300.00
Designer	\$ 3,700.00
Tech. Specialist	\$ 6,200.00
Media Strategist	\$ 6,300.00
Inbound SDR	\$ 4,500.00

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**Monthly : \$ 30,500.00**

# Our Price (Est.)

THE NECESSARY TEAM TO ACHIEVE A 3-5X RETURN ON YOUR NEXT MARKETING CAMPAIGN

## Salary Costs:

Project Manager	\$ 4,500.00
Media Buyer	\$ 5,300.00
Designer	\$ 3,700.00
Tech. Specialist	\$ 6,200.00
Media Strategist	\$ 6,300.00
Inbound SDR	\$ 4,500.00

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**Monthly : \$1,500-\$10,000**

BASED ON COMPLEXITY &  
RESOURCES NEEDED





# SERVICE DELIVERABLES


ALL OF THE THINGS THAT WE WILL DO FOR YOU SO YOU CAN FOCUS ON...

1. Onboarding where we get the steps from the clients having them list out the dream outcome of their clients, problems, solutions, and how to delivery vehicles that we provide.
2. UTM tracking for all campaigns so we know what's actually generating sales and optimizing for that.
3. Recurring optimizations 2-3 times a week changing creatives bi weekly for keeping high CTR.
4. Setting up tracking for calls on the site for quality checks.
5. Establish a line of communication between you and us using Slack and integrating our Notion to the channel to receive updates on all of the tasks being done.
6. Create presentations before ads go live with creatives, copy, and targeting for your clients to see and approve.
7. Send recurring stunning dashboards to you so you can review our reporting on the ads performance.
8. A/B testing copy, creatives, and audiences.
9. Create Zapier/Integromat integrations to send leads straight to you as well as populate a spreadsheet you can always review with us.
10. Create offline conversions with Facebook and or google ads to build intelligence on what's actually converting based on your CRM.
11. Build reactivation campaigns on Go High Level.
12. Set up workflows and triggers as leads come in and move through the pipeline.
13. Set up landing pages optimized for conversions and with all of the tracking.
14. Fixing all of your clients conversion tags, adding pixels and tags, and integrating tracking tools.
15. Do any and all of the technical integrations for your CRM, Google tag manager, Callrail, Call Tracking metrics, Adveronics, Porter Metrics, Google Analytics, Notion, slack, Wordpress, Wix, Facebook, Google, Zapier, Integromat, Chatbots, Click Funnels and Go High Level.
16. Onboarding you in a week or less.
17. Audit your funnels and systems as part of the onboarding and provide solutions to get you the results you're looking for.
18. Provide our industry knowledge from operating in 40 niches and spending over 400k in ads a month.
19. Email follow up, text follow up, and trigger based automation based on how the user moves through the pipeline.
20. Client call support if you need help getting into technical details.
21. Audience creation for all your of your: page views, video views, page engagement for the last 7, 30, 60, 180 days.
22. Tested copy, creatives, forms, VSL scripts and offers.
23. And everything else you need to scale your business. I'll give you the entire playbook for 40+ industries when you become a growth partner of ours.
24. In summary, I'm installing a proven client acquisition framework into your business so you can only worry about delivering your product/service and scale. This means that leverage a team that knows how to get results and make sure getting clients is never a bottleneck again.



# Thank You!

What are you waiting for? Be our next success story

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