

Kallzu Live Bootcamp

6 Weeks, 12 Sessions

And 5 Clients Guaranteed!



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Session 5: Campaign Manager/Campaign Creation

What We're Covering Today



- Mindset Reminder
- Campaign Manager & Campaign Creation
 - Overview
 - Job Postings
 - Interviews
 - Setup For Campaign Manager & Campaign Creation
- Q & A

Mindset Preparation

Important Notes:

- Follow the training and do what we ask you to do here in the bootcamp.
- The faster you get it done, the more momentum you'll build.
- More momentum = faster results
- Get creative later, when you have the financial resources, the staff and the experience to try new things

Important Notes:

- This is a set of systems to help you build your OWN franchise model
- With this, you'll be able to scale your agency to as large as you want
- You can screw this up 6 ways from Sunday and still be successful
- Let's not do that. You'll be more successful than you "could have been" if we stick to what works first!

Important Notes:

- Every time you break away from what you need to do here, you kill your momentum.
- What happens when your momentum is at zero again?
 - You lose motivation to continue growing
 - You may see results, but not the results you really want
 - You'll have to "re launch the rocket"

Important Notes:

- 5 Clients is a minimum here
- Your target KPI for these systems is to first hit 1 client per day, 5 days per week
- 2nd KPI is to go to 2 clients per day, 5 days per week
- You do not have to implement all of these systems at once (not recommended)
- Work your way through each system. Set KPI tracking, company training and then move forward

Important Notes:

- Your business is a mirror. It reflects from who you are.
- A great mentor of mine told me once: If you want to grow your business, grow yourself!
- Examples of the “mirror effect”
- How do you grow yourself the “right way”?

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Overview

Job Postings

Interviews

Setup For Campaign Manager & Campaign Creation

Important Notes:

- Add to your company training site
- Secure it, make it private access to only your staff
- Add in training for campaign creation
- Add in training for campaign optimization (daily & weekly)
- Start tracking KPIs

Company Training For Campaign Creation:

- Locations From new Client
- KWs (start with duplicate from successful campaign)
- Ad Copy (start with duplicate from successful campaign)
- Campaign Duplication using Adwords Editor
- Settings Review
- Make Campaign Live

Company Training For Campaign Optimization:

- Search Terms Campaign (at least weekly)
 - Call Recordings
 - Search Terms Screen
 - Negative KWs
 - New KW ideas
- Ad copy split tests
- Dimensions Data (when you have it)
 - How to determine when you have enough data
 - Locations
 - Hours of the day
 - Days of the week
- Daily & Weekly reports (to manager)

KPIs For Campaign Manager:

- Target: 2 campaigns created per day per staff member
- Optimization:
 - Impressions
 - Clicks
 - Calls
 - Conversions
 - *****Billable Calls (tracked in Kallzu 2.0)***** START HERE and back track
 - Done daily and weekly (reports to manager)

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Q & A

