

The 8 Figure Facebook Ads Formula



By Lucas Lee-Tyson | [Growth Cave](#)

The framework I'll be showing you today can be applied to 99.99% of businesses, regardless of what business model, industry, or niche you are in.

I normally charge \$1,000-\$5,000+ to onboard new clients and build out their campaigns using this exact framework.

And the results speak for themselves...

Cost per Purchase	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return	Mobile App Purchase ROAS (Return	Adds to Cart
\$10.58	7.91	7.91	—	220
\$28.84	2.92	2.92	—	82
\$26.16	2.96	2.96	—	215
\$18.40	20.46	20.46	—	65

Have I wet your appetite yet? :)

Good. But, before we get into it...

As you read through this framework, think specifically about your business.
How can I use these campaigns to get closer to my #1 goal?

Think about what sort of results you *actually* want to get from Facebook Ads.

Is it more sales?

More email subscribers?

More potential clients?

Having your goal in mind will give you a lot more clarity (and save you tons of time + money) in helping you figure how to structure your campaigns.

Now! Without any more delay, let's get into it...

Every Facebook Ad account I build out is based on 3 core campaigns:

- Retargeting
- Previous customer upselling/cross-selling
- New customer prospecting

That's it.

I have worked with dozens of agencies, businesses, marketers, and entrepreneurs that overcomplicate this.

And you really don't need to.

These 3 core campaigns are going to be the most effective, profitable campaigns you can ever run.

Anything else is just going to be fluff, and is not going to affect your bottom line (see lesson #1).

And these can be applied to nearly any business (I'll show you how in a bit).

Let's dive deeper into what each of these campaigns entails.

Retargeting

Retargeting, also sometimes called remarketing, is the process of advertising to people that have already interacted with you/your business in some way.

Retargeting is going to be your main driver of consistent ROI.

This is because it is 5-10x easier to get someone to purchase/complete a desired action when they have previous history with you or your business.

Some common retargeting events:

- Viewed a specific landing page but didn't sign up
- Added an item to their cart but didn't purchase (abandoned cart)
- Watched a certain percentage of one of your Facebook/Instagram videos (yes this is possible)
- Follows you on Instagram or Facebook
- Scrolled down a certain percentage on a landing page (yes, this is also possible)

On retargeting campaigns, it is not uncommon to see ROAS (return on ad spends) in the 5-10x+ range.

The power of retargeting

Cost per Purchase	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return)	Mobile App Purchase ROAS (Return)
\$10.22	8.18	8.18	—
\$27.91	3.01	3.01	—
\$23.98	3.23	3.23	—
\$18.40	20.46	20.46	—

Some examples of retargeting for various business models:

- *eCommerce*: Retargeting people who abandoned their cart
- *SaaS*: Retargeting free trial users with a paid plan
- *Blog*: Retargeting website visitors with a lead magnet (to join email list)
- *Artist*: Retargeting website visitors with their new album/project/etc.
- *Agency/consultant/service provider*: Retargeting people that had an initial discovery call but didn't follow up
- *Online coach/info-products*: Retargeting people who watched a webinar but didn't purchase

These are just a few basic examples.

But, hopefully the gears are beginning to turn in your head on how you can utilize retargeting for your own business.

Previous Customer Upselling/Cross-Selling

Your previous customers are the biggest gold mine for your business that you are likely not using.

Think about it: these are people that have already gone through the process of pulling out their wallet and purchasing something from you.

Getting them over that 'buying hump' again is infinitely easier than finding brand new customers, or even retargeting.

All you have to do is show them other products/services you offer and that they might be interested in.

Just like retargeting, these campaigns are also massive drivers of ROI when done correctly...

Now, this is process is pretty obvious for an eCommerce store.

However, for businesses that don't sell lots of products, this can be a bit trickier to figure out.

If your business only sells 1 product/service or service (or none at all), the easiest way to do this is by upselling/cross-selling through **affiliate partnerships**.

The idea is simple: find a company that offers a complementary product or service to your businesses and promote it to your audience.

For example, a woodworking blog might not have any products or services to promote. But they could partner with a tools manufacturer to promote their products.

These campaigns work surprisingly well, and can be applied to nearly any business/business model.

Some examples of upselling/cross-selling for various business models:

- *eCommerce*: Promote your other best-selling products
- *SaaS*: Promote your other products/plans to your existing customers, or affiliate partnership with another SaaS that integrates or complements yours
- *Blog*: Affiliate partnership with a business in your industry, promoted to your most highly engaged readers
- *Artist*: Promote your new project to people that have purchased your other projects
- *Agency/consultant/service provider*: Upsell your more premium services to your existing clients, or partner with another service provider to cross-sell their services
- *Online coach/info-products*: Upsell your more premium products/services, or partner with someone else in your niche to cross-sell their products and services

Hopefully this gives you a good idea of how you can use post purchase upselling/cross-selling, even if your business doesn't sell multiple products/services (or any at all).

New Customer Prospecting

New Customer Prospecting refers to finding new people to interact with and engage with your business.

This might be in the form of getting new email list subscribers, driving new purchases, getting new free trial signups, getting webinar attendees, etc.

Regardless of what business you are in, you need new users, leads, and/or customers to grow.

The best way to find these new users, leads, and/or customers is by leveraging Lookalike Audiences.

Lookalike Audiences work by feeding Facebook a 'source' audience, that it's algorithm then scans for commonalities and attempts to find people most similar to them.

From my own personal experience, I have found **Lookalike Audiences work much better when you go for quality over quantity.**

With that, I mean creating seed audiences of your 'best' users/customers, rather than just all of your customers/users.

In fact, I have been personally told by a Facebook Engineer that the ideal size for a Lookalike Audience is between 1,000 and 4,000 people.

So create segmented lists of your best customers. Some ways you can do this are as follows:

- *eCommerce*: Your high average-order-value (AOV) customers
- *SaaS*: Your highest retention/most active users
- *Blog*: Your most engaged email list subscribers (high open rates)
- Etc.

Using this method you will achieve much higher ROIs and more cost effective results than if you were just creating lists of 'all' your users or customers.

It's vital to understand that your ROI/results from new customer prospecting is going to inherently be worse than from retargeting and previous customers/users.

Getting someone who's never heard of you or your business to buy from you/give you their email/sign up.

This is generally where most business owners struggle the most with when it comes to Facebook Ads.

And who can blame them? Getting random people on the Internet to pay attention to you, much less buy from you, is extremely difficult!

Note: I have a LIVE video breakdown of a client account I setup with this framework that generated a 677% ROI and over \$17,000 in revenue. If you want to receive it, reply to the email that contained this link with the text, "*I want the video!*"

Some examples of new customer prospecting for various business models:

- *eCommerce*: Getting more profitable sales + customers
- *SaaS*: Acquiring new free trial signups
- *Blog*: Adding more highly engaged readers to your email list
- *Artist*: Getting more Facebook fans/Instagram followers
- *Agency/consultant/service provider*: Booking more discovery phone calls
- *Online coach/info-products*: Getting more webinar attendees

...

So that's it.

Sounds pretty simple right?

Almost a bit too simple...

But this simple, repeatable framework is what I use for nearly every business I work with.

So, regardless of your budget, business size, business model, or industry, I guarantee you can utilize this framework in your business to drive massive results.

Now, how would you like to be shown a LIVE example of this framework in action?

If you send me a reply to the email that contained this link... I'll send you a LIVE video breakdown I did of an account that generated a 677% ROI and over \$17,000 in revenue.

Using this exact formula I just taught you today.

But, only if you send me a reply to the email!

In the email:

1. Tell me a bit about yourself and your business.
2. What sort of results are you actually hoping to drive with Facebook Ads?

And of course, if you need any help, don't hesitate to ask!

I'm always happy to help my subscribers :)

Best,
Lucas