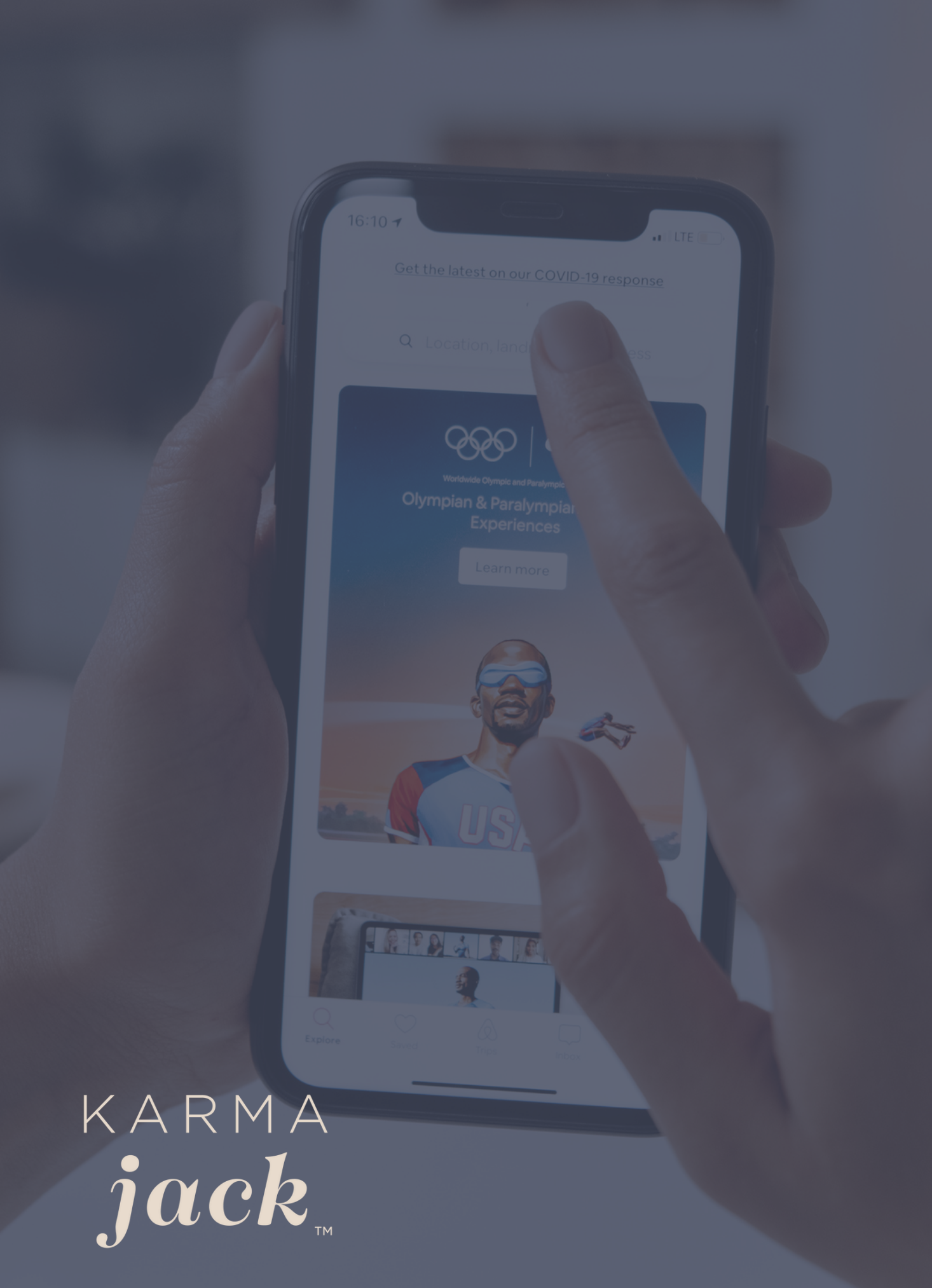


KARMA JACK DIGITAL MARKETING AGENCY

# 5 WAYS TO GET 500% RETURN ON YOUR AD SPEND

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Are you having trouble maximizing your return on ad spend? Getting traffic and clicks is great, but it's ultimately your ROAS that determines your success. It's the true gauge of whether your ads are working or not.

If you're wasting your money on ads that aren't working, it will be detrimental to your business. Maximizing your ROAS is your ticket forward so you stay ahead of the curve. While gauging the success of ROAS can look different for everyone, it's possible to get 500% return on your ad spend with the right tips. That means for every \$1 you spend in ads, it brings in \$5 more for you.

If your ads aren't catching viewers' eyes, aren't leading to sales, or aren't being seen it's time to see where things went off course. Here are 5 ways to get 500% return on your ad spend.



# #1

## Revamp Your Landing Page

Your ads are throwing the alley oop, but your landing page has to nail the slam dunk. If your ads generate some clicks but they don't lead anywhere, the problem might be your landing page.

Is your landing page clear and organized? Keep your headlines simple and impactful. Don't overload potential customers with loads of information that overwhelms them: funnel their vision towards a clear goal and easily identifiable buttons.

Make sure everything looks nice and neat. Viewers should immediately see something they like, simple headlines that catch their attention, and a quick path to getting it.





#2

## Revamp Your Keywords

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It's possible your ads are getting lost in the shuffle. Make sure your keywords stick out--in a good way.

Aim for long-tail keywords: longer, searchable phrases that cut out all the noise so your products are right there when they search for them.

Example: If you sell boots, change your keyword from "boots" to "men's waterproof hiking boots" to laser-focus your products so potential customers find you first.

# #3

## Update Mobile Shopping

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Mobile devices make up over half of global web traffic. If you're not capitalizing on this, you're missing out big time.

Your website/emails/landing pages might look fine on a desktop. But that doesn't always translate well in mobile view. Your designs, layouts, and formats can get muddled from a computer to a mobile device if you aren't careful.

Make sure your shopping experience is just as quick and easy as it would be on any other device. No clutter, no confusion. Just clarity and ease.



Are you bidding on your brand name? Chances are that if you aren't, someone else is.

This can severely interfere with your searchability. Potentially customers could be searching for you, but finding your competitor.

Bidding on your brand name means you show up first. This greatly increases your chances of having customers funneled to your site!

#4

## Bid On Your Brand Name



# #5

## Split Test Your Ads

Sometimes one ad might work, but a different ad doesn't. This could mess up your ROAS, but it doesn't mean your entire strategy was a misstep. It just means you need to keep what works and toss what doesn't.

One way to do this is through a split test: Checking different versions of your ads to see what's clicking and what's not.

Facebook and Google Ads have split-testing features to analyze headlines, first lines, second lines, and more! Sometimes all it takes is switching up or adding one word to make your ads really pop. "Save", "today", "buy now", etc. can spice up your headlines and ads as a whole.

A split-test will show whether a small change can make a big difference for you!

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# Looking for a REAL return on your ad spend?

Get started at [KARMAjack.com](https://KARMAjack.com)

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