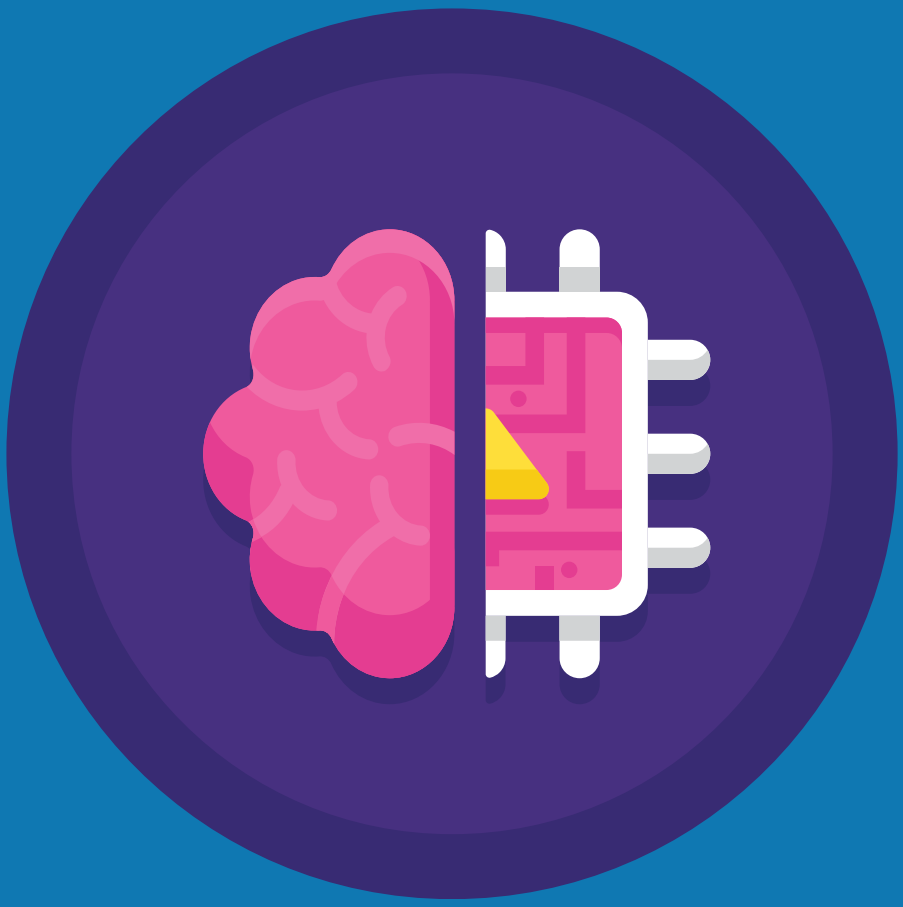
USE MACHINE LEARNING



TO MAKE PAID ADS PROFITABLE

BEST BUSINESS PODCAST
WITH JUSTIN BROOKE

Machine learning is revolutionizing the world of paid advertising. By using data to optimize targeting, ad copy, and design, businesses can improve the profitability of their paid ad campaigns. However, many business owners and marketers may not be aware of the full capabilities of machine learning and how it can be applied to paid advertising.

This workbook aims to provide a comprehensive guide on how to use machine learning to make paid ads profitable.

The workbook begins by introducing the concept of machine learning and its importance in the world of paid advertising. It then delves into understanding your audience, setting goals and measuring success, and choosing the right platforms for your campaigns.

The workbook also covers the importance of creating effective ad copy and design, and how to use machine learning to optimize your ads in real-time. Additionally, the workbook provides tips on how to stay ahead of the competition by using data and machine learning to monitor industry trends.

Throughout the workbook, there are questions and exercises for the reader to complete in order to apply the concepts learned. By the end of the workbook, readers will have a better understanding of how to use machine learning to optimize their paid advertising campaigns and drive profitability.

Whether you are a business owner, marketer, or just someone interested in the intersection of machine learning and paid advertising, this workbook is a valuable resource for increasing your understanding and skills in this field.

The Best Business Coach Activity On Use Machine Learning To Make Paid Ads Profitable

Activity 1: Overview

What is machine learning and how can it be applied to paid advertising?

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Why is it important to use machine learning to improve the profitability of paid ads?

_____

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Activity 2: Understanding Your Audience

How do you intend to use data to segment your audience and identify target demographics?

Activity 2: Understanding Your Audience

How do you intend to use data to segment your audience and identify target demographics?

Who are your target customers?

What are their pain points?

What motivates them to make a purchase?

Activity 3: Setting Goals and Measuring Success

How do you intend to set clear, measurable goals for your paid advertising campaigns?

How do you intend to track and analyze key metrics to determine the success of your campaigns?

Activity 4: Choosing the Right Platforms

How do you intend to select the platforms that will give you the best ROI for your campaigns?

How do you intend to use platform-specific features and tools to optimize your ads?

Activity 5: Creating Effective Ad Copy and Design

How do you intend to write persuasive ad copy that will capture the attention of your target audience?

How do you intend to use design elements like images and videos to enhance the effectiveness of your ads?

Activity 6: Creating Effective Ad Copy and Design

How do you intend to use machine learning algorithms to optimize your ad targeting, ad copy, and ad design?

_____

_____

_____

How do you intend to use machine learning to predict customer behavior and make real-time adjustments to your campaigns?

_____

_____

_____

Activity 7: Staying Ahead of the Competition

How do you intend to use machine learning to monitor your competitors and stay ahead of industry trends?

_____

_____

_____

How do you intend to use data to inform your advertising strategy and stay ahead of the curve?

What You Will Learn from the Activity

In conclusion, the use of machine learning in paid advertising is crucial for businesses looking to improve the profitability of their campaigns. By using data to optimize targeting, ad copy, and design, businesses can increase their ROI and stay ahead of the competition.

Through this workbook, we have explored the different ways in which machine learning can be applied to paid advertising, from understanding your audience to using machine learning to predict customer behavior and make real-time adjustments to your campaigns.

It's important to note that while machine learning can provide valuable insights and improve the effectiveness of paid advertising, it's not a one-size-fits-all solution. Businesses should also consider other factors such as their marketing strategies and their overall business goals.

Additionally, it's important to stay up to date with the latest developments in machine learning and paid advertising in order to stay competitive in the market.

Overall, this workbook has provided a comprehensive guide on how to use machine learning to optimize paid advertising and drive profitability. By following the concepts outlined in this workbook, businesses can improve the effectiveness and profitability of their paid advertising campaigns and stay ahead of the curve in the ever-evolving digital landscape.

DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA
HOST OF THE BEST BUSINESS PODCAST

Daryl Urbanski is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over $1.6 Million USD in under 8 months with a single marketing strategy.

This became $7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How? ***Science & Accountability.***

After 400+ expert interviews & $50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.

BestBusinessCoach.ca
"Your Success Is My Success" - Daryl Urbanski

SUGGESTED TOPICS: *8*

Critical Success Factors

1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines

2. Strategic Planning
- Flexible Strategy Development

3. Marketing Strategy
- Brand Integrity & Trustworthiness
- Corporate Social Responsibility

4. Market Intelligence
- Top 10 Solution Providers
- Emerging Technology Trends

5. Sales Strategy & Skills
6. Money Management
7. Business Operating Systems
8. Business Intelligence
- Data Analytics

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Daryl Urbanski on using automation to grow your business

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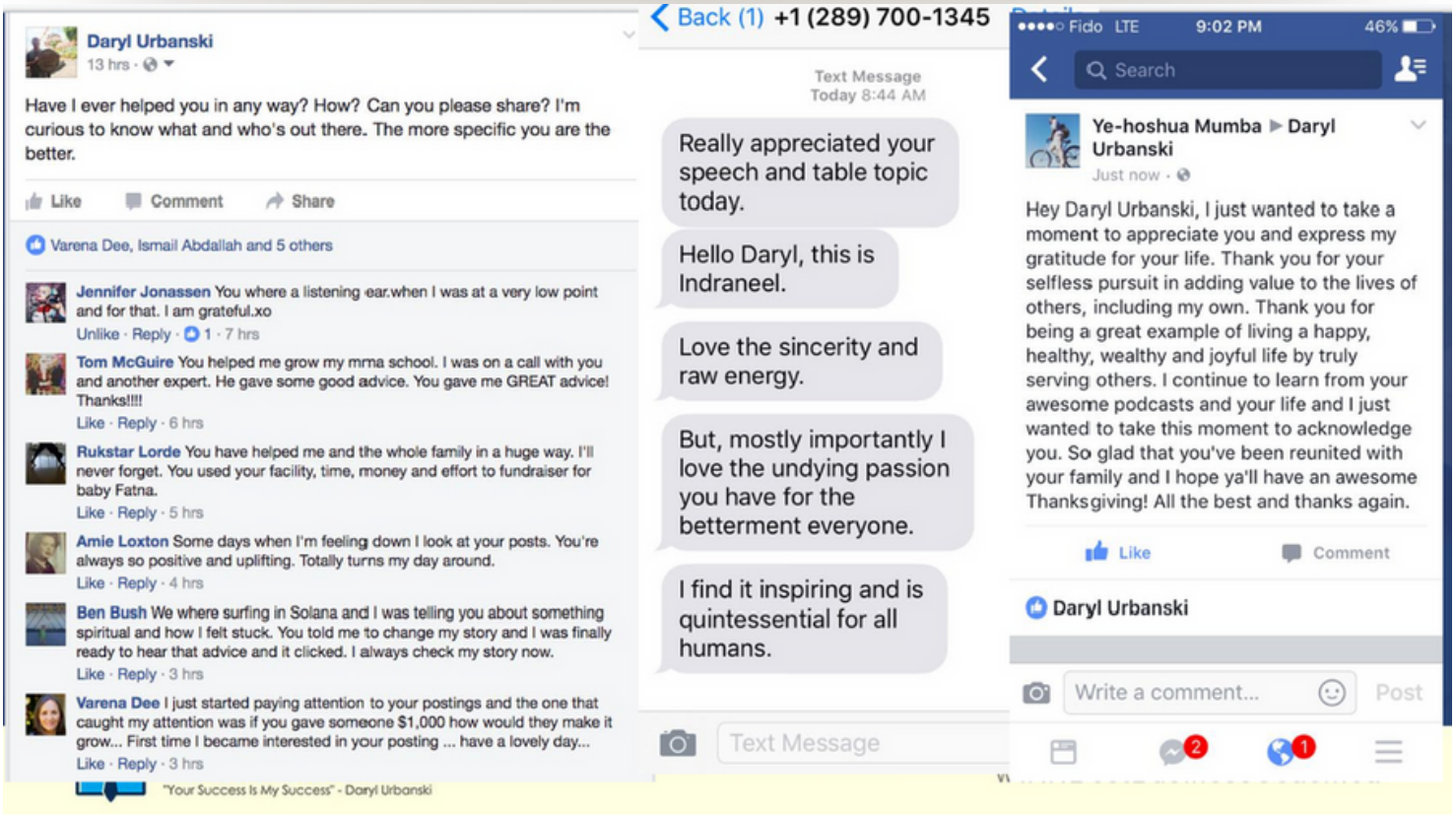
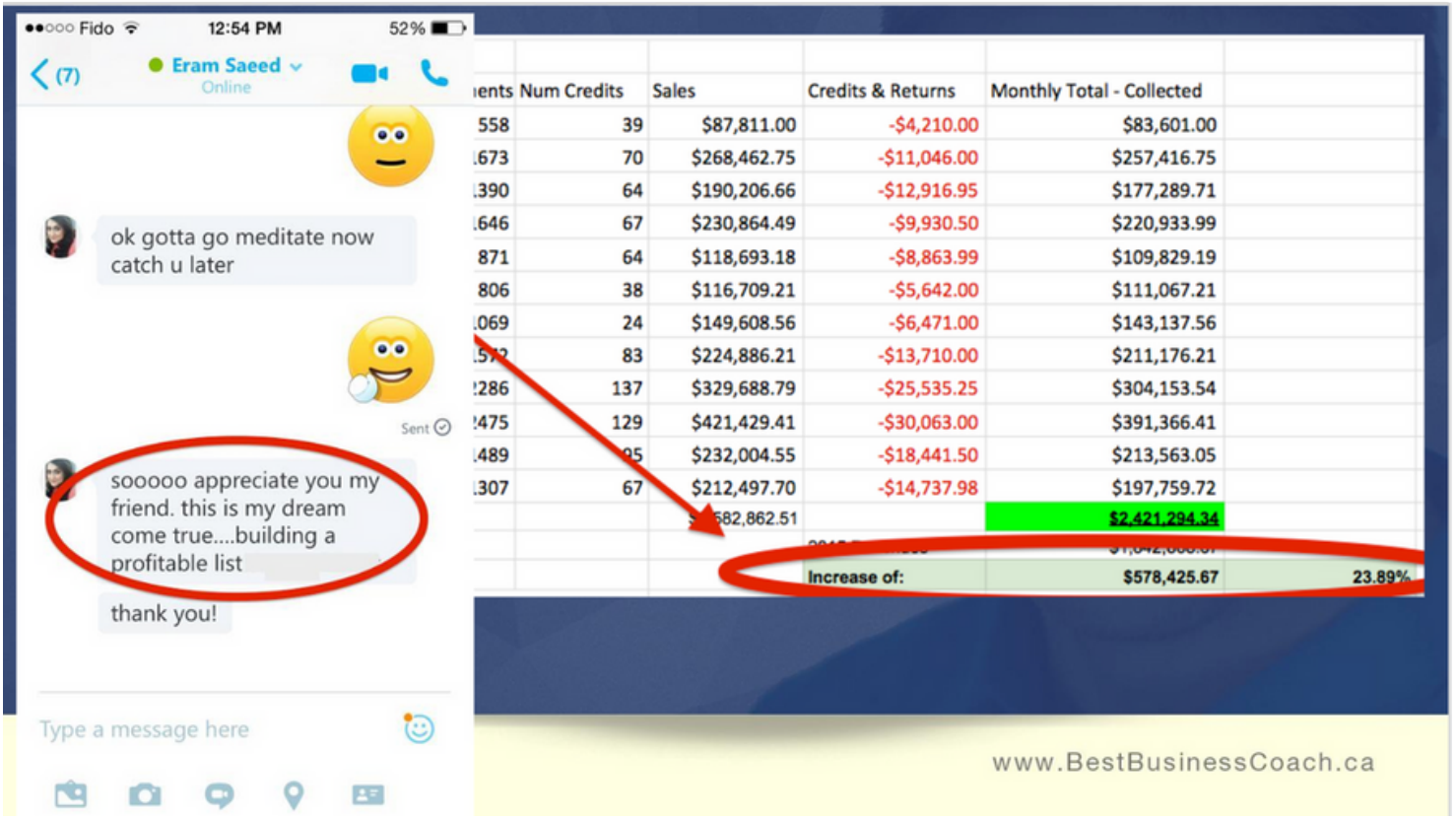
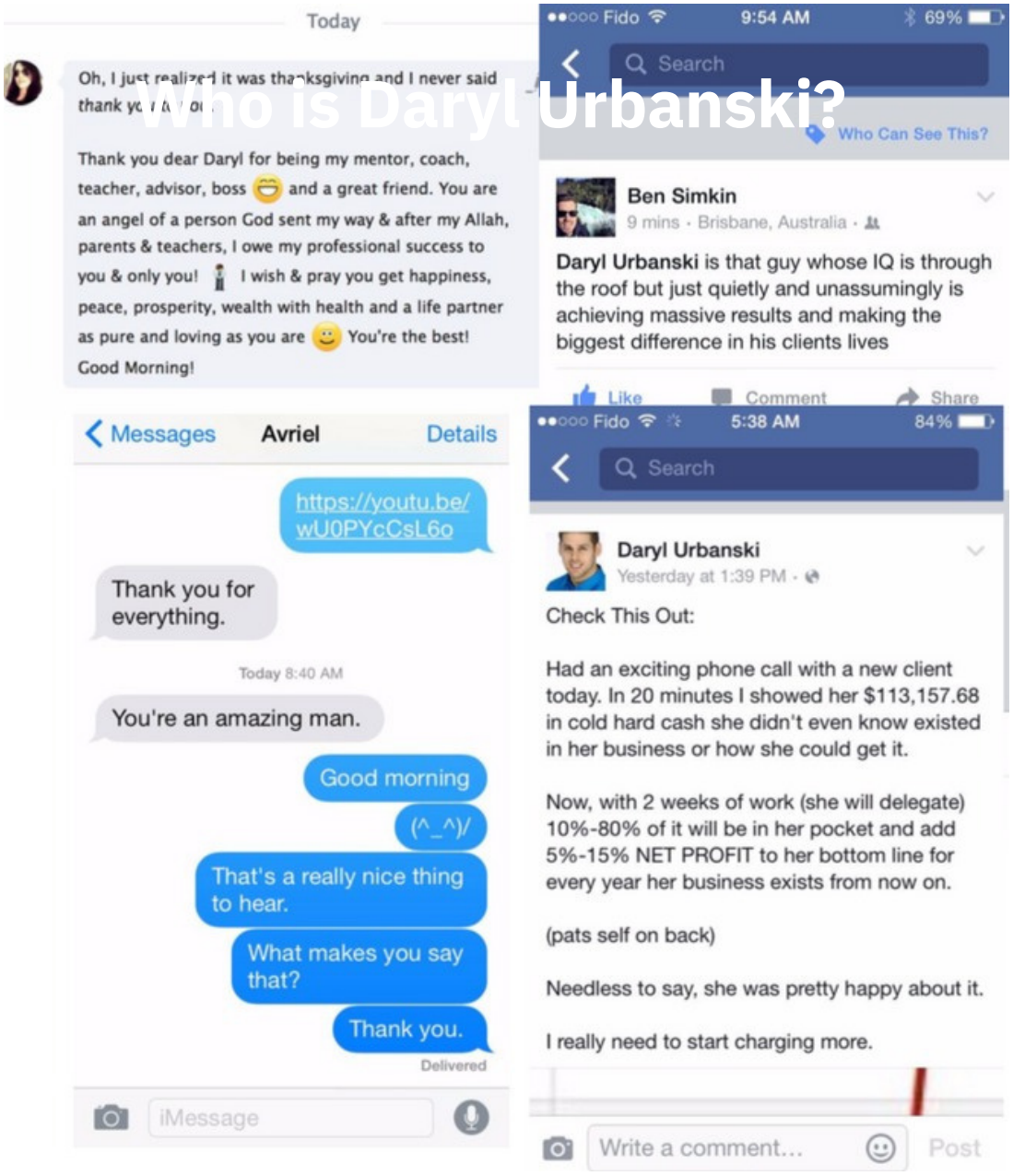
Who is Daryl Urbanski?





Who is Daryl Urbanski?



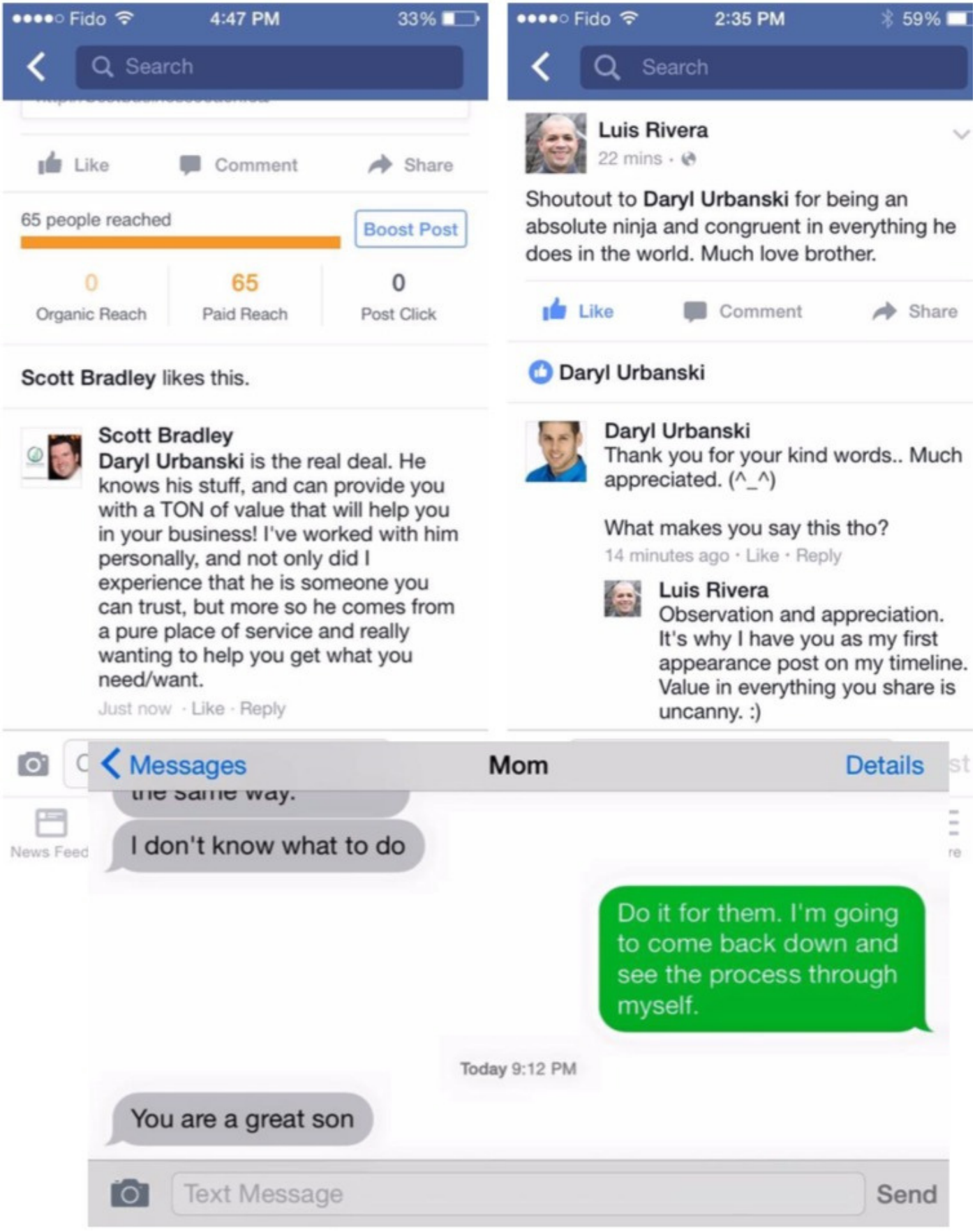
Young Entrepreneur Award

Daryl Urbanski
BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

Award sponsored by

Collins Barrow
Chartered Accountants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Search
Like
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65 people reached
Boost Post
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Organic Reach
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Paid Reach
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Scott Bradley likes this.
Scott Bradley
Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.
Just now · Like · Reply
Fido 2:35 PM 59%
Search
Luis Rivera
22 mins ·
Shoutout to Daryl Urbanski for being an absolute ninja and congruent in everything he does in the world. Much love brother.
Like
Comment
Share
Daryl Urbanski
Daryl Urbanski
Thank you for your kind words.. Much appreciated. (^_^)
What makes you say this tho?
14 minutes ago · Like · Reply
Luis Rivera
Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)
Messages
Mom
Details
News Feed
I don't know what to do
Do it for them. I'm going to come back down and see the process through myself.
Today 9:12 PM
You are a great son
Text Message
Send

Case Study

Turning $50,000 USD into $212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

Objectives

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

What Daryl Did

- Established a “golden path” for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

Results

- Turned one-time buyers into multi-buyers in a predictable way Many people who bought a one, bought a second and third item.
- Immediate profit from paid ads was $212,484 but if we include back end sales we grew her business by almost 26% or $578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Report

	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	$127	$127	$127	$13,673	$13,673	$13,673
Week of June 6	$1,172	$1,172	$1,299	$10,846	$10,846	$24,519
Week of June 13	$2,315	$3,487	$3,614	$13,977	$24,823	$38,496
Week of June 20	$19,541	$23,028	$23,155	$4,258	$29,081	$42,754
Week of June 27	$5,375	$28,403	$28,530	$1,272	$30,353	$44,026
Week of July 4	$3,319	$3,319	$31,849	$523	$523	$44,549
Week of July 11	$829	$4,148	$32,678	$2,266	$2,789	$46,815
Week of July 18	$904	$5,052	$33,582	$1,482	$4,271	$48,297
Week of July 25	$10,330	$15,382	$43,912	$0	$4,271	$48,297
Week of Aug 1	$3,955	$3,955	$47,867	$197	$197	$48,494
Week of Aug 8	$1,542	$5,497	$49,409	$0	$197	$48,494
Week of Aug 15	$1,792	$7,289	$51,201	$0	$197	$48,494
Week of Aug 22	$1,007	$8,296	$52,208	$0	$197	$48,494
Week of Aug 29	$1,465	$9,761	$53,673	$1,172	$1,369	$49,666
Week of Sept 5	$2,362	$2,362	$56,035	$2,461	$2,461	$52,127
Week of Sept 12	$2,669	$5,031	$58,704	$649	$3,110	$52,776
Week of Sept 19	$18,263	$23,294	$76,967	$197	$3,307	$52,973
Week of Sept 26	$6,202	$29,496	$83,169	$397	$3,704	$53,370
Week of Oct 3	$4,458	$4,458	$87,626	$0	$0	$53,370
Week of Oct 10	$2,838	$7,296	$90,464	$394	$394	$53,764
Week of Oct 17	$2,019	$9,315	$92,483	$99	$493	$53,863
Week of Oct 24	$4,337	$13,652	$96,820	$0	$493	$53,863
Week of Oct 31	$2,667	$2,667	$99,487	$492	$492	$54,355
Week of Nov 7	$1,410	$4,077	$100,897	$394	$886	$54,749
Week of Nov 14	$3,087	$7,164	$103,984	$99	$985	$54,848
Week of Nov 21	$2,862	$10,026	$106,846	$0	$985	$54,848
Week of Nov 28	$6,497	$16,523	$113,344	$590	$1,575	$55,438
Week of Dec 5	$14,287	$14,287	$127,631	$194	$194	$55,632
Week of Dec 12	$7,885	$22,172	$135,516	$97	$291	$55,729
Week of Dec 19	$7,496	$29,668	$143,012	$170	$461	$55,898
Week of Dec 26	$4,551	$34,219	$147,562	$194	$655	$56,092
Week of Jan 2	$6,036	$6,036	$153,598	$0	$0	$56,092
Week of Jan 9	$2,567	$8,603	$156,165	$226	$226	$56,318
TOTAL	$156,165			$56,318		
		Total:	$212,484			

Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

4

Love · Reply · 15w

Daryl Urbanski replied · 2 Replies

Darren Veerapa Niiiiiiiice!!! 1

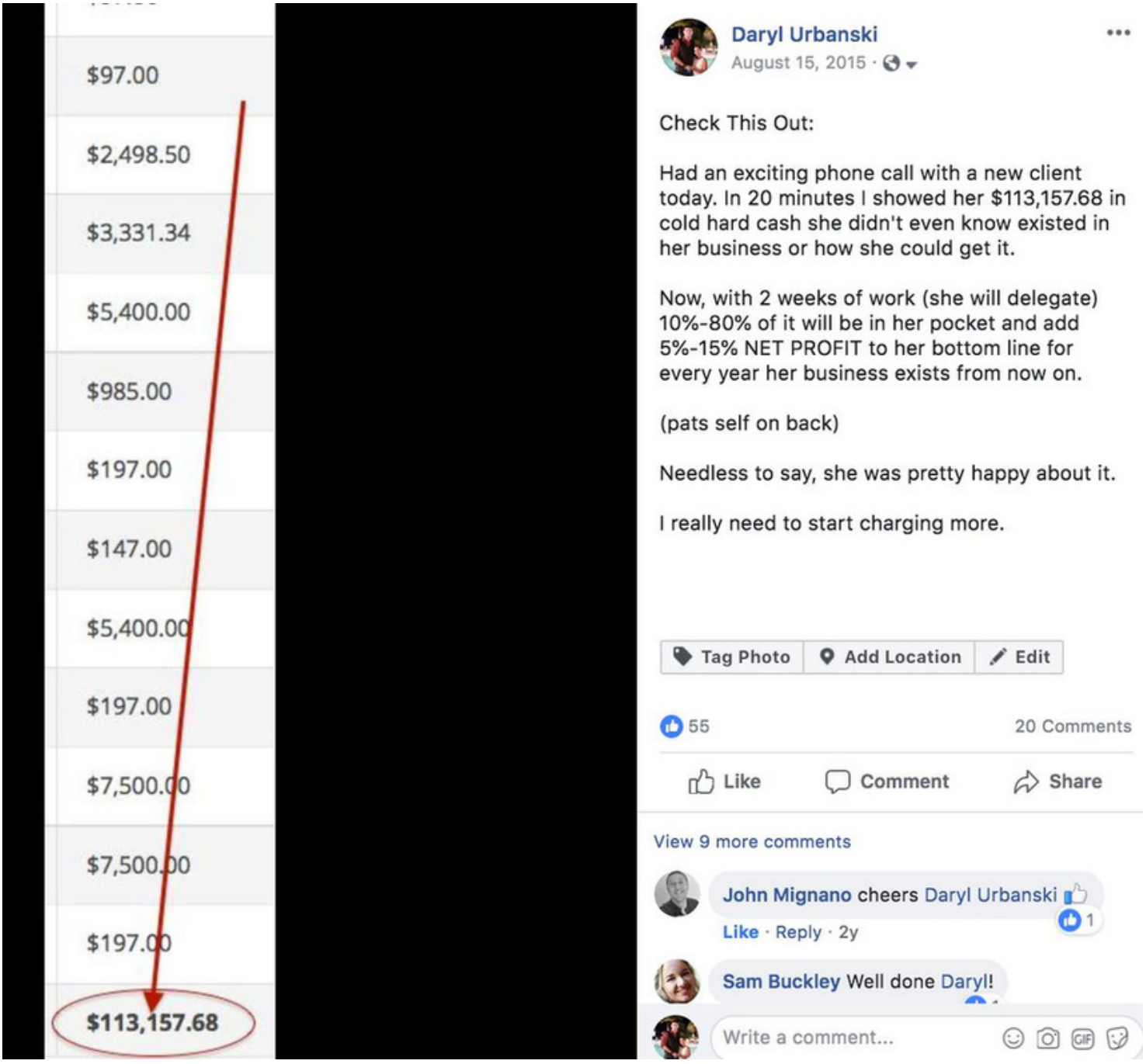
Love · Reply · See Translation · 15w

Ed O'Keefe This is a great post Daryl Urbanski!!! Amazing work

2

Love · Reply · 15w

Daryl Urbanski replied · 1 Reply


$97.00
$2,498.50
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$7,500.00
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$113,157.68
Daryl Urbanski
August 15, 2015 ·
Check This Out:
Had an exciting phone call with a new client today. In 20 minutes I showed her $113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.
Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.
(pats self on back)
Needless to say, she was pretty happy about it.
I really need to start charging more.
Tag Photo
Add Location
Edit
55
20 Comments
Like
Comment
Share
View 9 more comments
John Mignano cheers Daryl Urbanski
Like · Reply · 2y
1
Sam Buckley Well done Daryl!
Write a comment...

CASE STUDY

Almost Bankrupt to $1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie “The Secret,” and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a $20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

Objectives

Generate funds to keep the business moving forward.
Launch products that sell.
Market the brand.

What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately $550,000 from about 600 orders.
- Sold $997 one-time or $397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a $500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

- Doubled the ad spending using the profit from the week before.

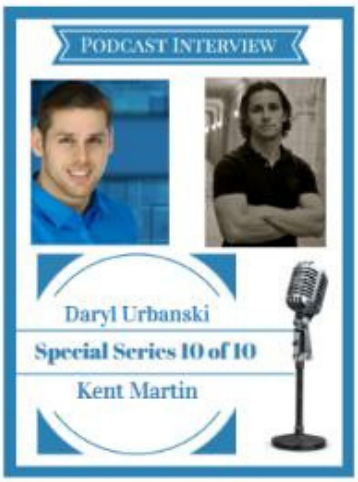
Results

- Earned $1.6 million in front-end sales (excluding back-end products and services sold).
- Made $7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

Why it was smart to work with us

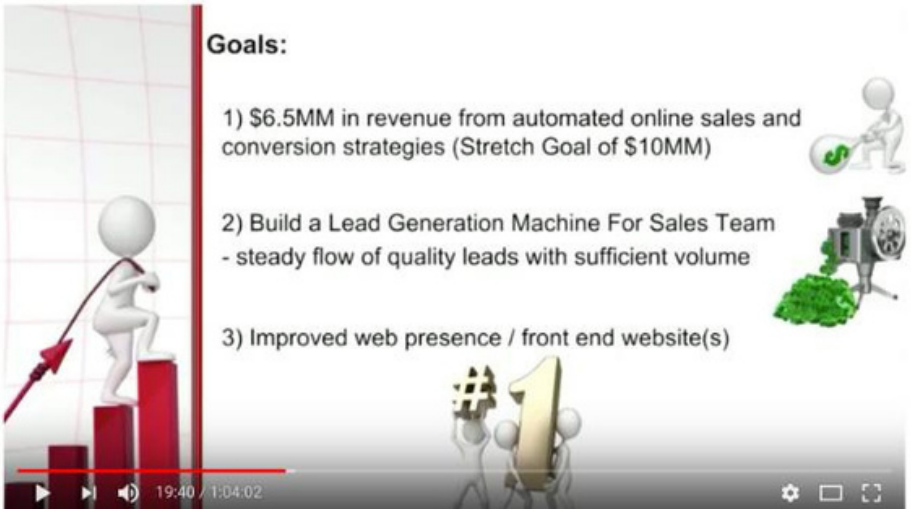
It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

Listen to Daryl's interview with Kent Martin about how they grew the business: https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/.



Special Series 10 of 10: Inside A $7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



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"Your Success Is My Success" - Daryl Urbanski

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