

Profitable Ads Campaigns For Speakers – #102

How To Run Profitable Ads Campaigns



Have you ever used Google or Facebook Ads to generate speaking engagements? Are you looking for a way to generate consistent inquiries for your speaking programs? My guest today is Ilana Wechsler, a Google and Facebook Ads expert and the founder of Teach Traffic. Over the last few years, Ilana has helped her clients grow their businesses through the power of paid traffic.

In our conversation we talk about remarketing campaigns, the classic mistakes speakers make when setting up Google Ads

campaigns, and how to put all the pieces of your paid traffic together. Enjoy the episode.

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In this episode:

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Artificial Intelligence Generated Transcript

Below is a machine-generated transcript and therefore the transcript may contain errors.

Illana Wechsler 0:17

Thank you so much for inviting me to the pleasure is mine.

James Taylor 0:20

Now I'm trying to remember we actually met a number of years ago. It's in sunny California. It's in Santa Barbara entre Palooza. I don't remember that many years ago.

Illana Wechsler 0:29

That does feel like a distant memory. That trip to Santa Barbara. Wow.

James Taylor 0:35

Live Events, conferences. How does that feel?

Illana Wechsler 0:38

Yeah, I mean, yeah, seriously, coming out of COVID day, live events do feel like a distant memory, but especially entrepreneur, loser. But that was a great event.

Illana Wechsler 0:48

I love Santa Barbara,

James Taylor 0:49

it's beautiful. Now, your background, before we kind of get into talking about the paid traffic side, your background was initially as a data analyst in the financial services world. And then you could have made this transition into what you do today. Tell us tell us a little bit that that that journey before we can get into talking about some of the nuts and bolts of paid search?

Illana Wechsler 1:09

Yeah, look, it's a bit of a long story, which I will definitely compress for your listeners, don't worry, you won't get the long and convoluted story. But yes, you are right. I used to work in the index funds management world as a data analyst and contrary to the familiar stories of fellow entrepreneurs, that they hated their job, and they were desperate to start their own thing. I was quite the opposite. Actually, I really enjoyed my job. And I loved the people I work with. I didn't like corporate, but I worked with really, really smart people. And every day was different. But my life took a bit of a left turn when I had my first child. And I had a sort of a bit of a complication in pregnancy, which made me reevaluate my life actually, which was completely their field. And I decided I can't go back to corporate because I will just be not involved with my family. Like I kind of did the math, right where like, you know, My son was awake from seven to seven. And I used to work from seven till seven like when exactly am I meant to see you. So it was a difficult, but it also an obvious decision to make to leave corporate, but I had no idea what I was going to do. I mean, I was. So in the finance world, I was so corporate. And it was a really, really long journey of struggle actually trying to work out what I was going to do. But I thought, you know, I've got really good Excel Microsoft Excel skills, because that's I spent 10 years in the spreadsheet, basically, as a data analyst. So I thought I'll consult to businesses, and I will, you

know, help them so I put an ad on like, you know, Australia's equivalent of Craigslist for Excel help. And to my surprise, people responded to my offer of assistance. And so I thought, well, I've got something here. So I bought the domain name, exhale, help calm today, you. And then and I taught myself how to build a website there that took a while. And then I launched it. And then to my also surprise, no one came to my website. And that really sparked the journey of trying to get people to that. And then once again, yeah, I could go on about how long it took me and where I ended up. But that really, really sparked my journey, actually, the exhale help.

What is PPC?

James Taylor 3:34

And the thing that you're known for now is PPC training around Pay Per Click ads search paid search as well. I know in our business we have moved to talk about a little bit later on in terms of different parts of often law speakers, businesses, where we have the kind of keynote speaking part of what I do, and we run ads to that. And I think we started talking about which are doing retargeting ads initially, and then it grew, grew. And like, sometimes you might be doing your 1000 1000s of dollars worth of ads every single month. But then there's the other side of our business as well, which is more that online courses memberships, online coaching, and I know a lot of speakers that they'll have those, those two different things as well. So what I find, what I love about the stuff that you do, is in a topic, which can get very, very confusing very, very quickly. You are quite systematized in your thinking. And so just to give everyone a heads up, maybe if you just listen to podcast, you can't see this, but I checked out something you sent something a while back. And it was a way of actually going through your speaker, where are your website if you're a speaker, and kind of doing an audit on it very simple kind of document. And, and I thought you know, I've been doing PPC for a while by this point. And I went

through and I was shocked at how bad we were at it was so it was it So it was and I became a convert to what you're about as well, I ended up you have protocol teach traffic where you train people on how to run PPC campaigns. And so I got my team involved in kind of going through that training as well. So for those that are maybe newer to this world of PPC, maybe you've heard of it, just just give us a quick overview of what PPC is. And then I'd love for you to talk about how you think it can really help people like speakers, for example, movies, people have got online courses as well.

Illana Wechsler 5:31

Yeah, okay. Wow, that's some a lot of questions. Okay. So the first question you asked me which, sorry, I've just vanished from my brain? Well, yeah.

James Taylor 5:43

So. So the signs are really in terms of how it can particularly help speakers PPC.

Illana Wechsler 5:49

So we're gonna talk what is PPC? So yeah, is essentially paying for traffic. Okay, so I've run a PPC agency. For the last seven or eight years, I started as just a Google ad agency. So they're what's called their pay-per-click platform, which is, you know, you advertise on Google. And you only pay when somebody clicks on an ad. So rather than putting an ad in the local paper, let's say, for advertising for your, you know, let's say you're a dentist, or you're a speaker, for an event that has very little targeting, you have no, you don't get any information on the performance of your ad. advertising on Google, for example, is the complete opposite, you can narrow in

on your targeting, you can decide for your ad to appear for certain types of instances when people type things into Google. So you're very strategic in who you're showing your ad to. And once again, you only pay when somebody clicks on your ad. And they also give you a huge amount of data as to the performance of your ad. So when you set up the proper tracking, you can see how many people saw your ad of the people that saw it, how many clicked on your ad, and of the people that clicked on your ad? Did they end up contacting you or filling in a form very, very trackable? So rather than, you know, the analogy of, you know, going to a poker machine and putting, you know, five \$5 in and wondering if you're going to get out, it's like a vending machine, once it works really well, you put \$5 in and you know, you're going to get \$10 out because it's very trackable, and on the Google Ads side of things, it's very, very consistent and stable likes on the Search Network. So I had a Google ad agency for a very, very long time. And then I added on Facebook ads to it when Facebook ads really took off, you know, six or seven years ago, let's say. So I have experienced in so many different industries I've tested probably every possible sale funnel out there, e-commerce, online courses, lead generation, you name it in every industry, I've done it actually some weed in wonderful industries. So yeah, the beauty of I guess the, with having run an agency for so long across, you know, like I went one inch wide and one mile deep in just paid traffic. But I went across multiple industries, which kind of gave me a real breadth of knowledge. And a real understanding of the big picture of how the different platforms can really interrelate to each other. Because what I found was that there's, you know, there's a Facebook ad expert in the Facebook ad expert only does Facebook ads. And then there's a Google Ad expert, and the Google Ad expert only does Google ads. And never the two shall meet when the reality is your customers are on multiple platforms. And therefore there needs to be harmony in the messaging that you're getting out there, across those two platforms. And you know, you might buy traffic from Google, let's say, but then someone comes to your speaker

page, they say, they watch your video, they like what they see, they're not quite ready to commit. But then you might show them a retargeting ad on Facebook A week later, or something like that. So there's a lot of the big picture and the sort of the customer journey really has to come into play across multiple platforms.

Search Campaigns

James Taylor 9:23

So let's talk about this. Imagine we have a speaker, they're just getting started on their journey. They're now becoming a paid speaker. They have a nice website, they have their videos, they have all that kind of stuff there as well. When it comes to paid traffic, where should they start? Should you be thinking about Facebook ads? Should you be doing Instagram things as a Google YouTube? Where do you kind of start with the, the the base level? Well,

Illana Wechsler 9:50

I mean, it really comes down to the target audience number one, so you know if I'm, let's say a paid speaker, and I'm looking for more paints speaking gigs, I need to really step outside of the zone of my own business and think in the mindset of the person who would be searching for a speaker, let's say, or if I was somebody who was looking to get a speaker at my event, where would I go to find such a person? You know, I might start with a Google search to look for, you know, in typing professional speakers, I might go to YouTube and look up some other professional speakers examples, or I don't, you really kind of got to get into the mindset of not yourself, but the person who's looking to fill that spot and at their event,

Illana Wechsler 10:39

and,

Illana Wechsler 10:41

and think of it that way. I mean, there's, you know, it's a, it's a creativity, exercise, really. But you as I said, you got to really think in the mindset of not yourself, but the other person.

James Taylor 10:55

I guess that's the, I guess, the fun part about doing PPC, and one of my team members who kind of handles it, he's got a really nice combination of enjoying the analytical side and looking at the data and understanding what why is that, but also the creative side when it comes to copy or the images that they're creating? or any kind of combination of the two things that actually really proves pretty powerful?

Retargeting Ads

Illana Wechsler 11:21

Yeah, look, often, it depends on a number of factors, you know, like, it's a question of the first question you might ask yourself is, are people already coming to my website, in which case, have I got existing traffic that I can leverage? By showing retargeting ads on Facebook, YouTube, Google Display, network, etc, and just sort of trying to reengage past visitors, you might have people who say you've got a YouTube channel, showcasing your speaking, you know, past speaking gigs, in which case, you can retarget the people who've watched your videos on your YouTube channel. And so therefore, you know, advertise to those people. You might also have videos on Facebook, which potential event organizers would

be watching and consuming your your videos to see if you're a good fit, in which case, once again, you can create an engagement audience of the people who've watched that video and say, you know, book a call, or it doesn't have to say, you know, yes, you know, hire me right now. It's, you know, you're just trying to get it start start a conversation with people. So that sort of tapping into the existing attraction that you might beginning with people who already know that you exist and are in your ecosystem, you might find that if you've got like another speaker who always gets booked for certain gigs, and you think, how do they keep doing it, you might try and sort of tap into their audience somehow. So target the people who follow those people, maybe their YouTube channel allows ads on there, in which case, you can swipe in front of their audience. As I said, you know, target Google's search queries for people who go to Google and type in professional speakers, certain types of events are there's lots there's lots of different ways you can get you can kind of go about it. I guess it depends on really the industry that you're in and, and also the other people who speak at those events.

Google Ad structure

James Taylor 13:33

So let's imagine you know, as a speaker, maybe they're already they've got some traffic to the site. So they're running retargeting ads, people are coming onto this site that someone's looking for a keynote speaker on emotional intelligence. Somehow they find their site, they come onto the site. And then after that there's retargeting ads going on. So when that person leaves the site, they're seeing that speaker's face name on Google on YouTube in different places. That's great. And, and we love doing that, because it's quite inexpensive. Doing it is very cheap, is very cheap. And it freaks. I mean, it still is getting more known now. But it's amazing the number of events you'd go to and the client comes up, you say, you

know, when we start looking at, we saw you everywhere, you were everywhere. And I did do I let you know, then understand how this is working. But once you've kind of got that you can quickly get to capacity in terms of actually how much you can spend on that, because it's quite small initially. So in moving on to that next part, that next stage, one of the things that we've always found kind of challenging is listening, just in Google, we'll just use Google example is how to how to structure the Google campaigns, because you have to kind of campaigns in Google, then you have ad sets, and then you have the individual ad group. And then you have. And we've we've kind of gone load loads of different ways with it. Sometimes we'll have like, indeed, we had individual campaigns for, let's say one campaign, which was targeting a particular industry or particular popular keyword, then we can imagine that the ad set, and then that got really confusing because your spend was based upon the ad set, not in the campaign. And I just kind of started blowing up after a while in terms of it got quite confusing pretty quickly, even on a relatively simple campaigns. So when it comes to Google Ad structure, are there any tips or advice that you would give? Someone's going to setting these up for the first time?

Illana Wechsler 15:37

Yeah, definitely. It's, I mean, I've audited in my life, probably 1000s of Google Ad accounts, I actually audit people's accounts for them inside teach traffic. So I've done this a million in one time. And it's got to a point where if I asked, What is one question to people, that is, did you set this up yourself without any help or training? And if they answer yes, then I know exactly the mistakes that they've done, I always don't even need to look into their it's true. So the classic mistake that people do is they they create one campaign. Now they may fall into the trap. And there's a there are sneaky default settings, which are embedded in that Google Ad system. This one of the default setting is that search and display are joined

together. So you're targeting both search and display. I should just backtrack a second and just give people the big picture on the Google ecosystem. The Google ecosystem is vast, and it's broken down into four key pillars. The first is the Search Network, which is advertising on google.com. The second is the Display Network, which are banners on other people on publish a website. So think New York Times, LA Times, you know, in Australia, Sydney Morning Herald. So major publications, as well as lots of little blogs, like literally over 2 million websites that you can access through the Google Display Network. And it behaves completely differently to the Google Search Network. It's much I guess, like Facebook, essentially interruption marketing. The third pillar is YouTube, which everyone's been on YouTube, they've probably seen those video ads that come up before the video you want to watch. There's other forms, but that's the main form. And the fourth pillar is Google Shopping, which is ecommerce, which is not really relevant for this podcast. So back to the classic mistakes. The classic mistake, as I said, is people create one campaign, the default setting is, as I said, they've combined those first two pillars of Google together the Search Network and the Display Network, which you do not want to do. You know, this display network is fine, but it must be treated separately its own campaign, because if you combine them the data is averaged, and we all know averages lie, and it completely skews your data. So you create some one campaign Search Network only. And the mistake is that people create them one ad group, and they have about 300 unrelated keywords in that one ad group. And all of those keywords are what's called broad match type, which means that your ad is going to show up for all sorts of junk that you don't want. And all the 300 keywords are somewhat related, but largely unrelated to each other. In which case, that ad that is then shown, no one clicks on because your ads showing up for completely the wrong things. No one clicks on your ad, or people do it the wrong type of people that hit the back button straightaway. Google says this advertiser doesn't have no idea what they're doing, we're gonna slap you with a bad quality score. And your cost per click

goes through the roof. And then you throw your hands in the air and say Google Ads doesn't work for my business To hell with it, they just melted like better God. That's, that's the playbook that happens to people. However, on the flip side, when they do it correctly, they create a Search Network only campaign. And they have multiple ad groups of which there is an ad for simplicity, we will often sometimes create one keyword per ad group. So if you're targeting 300 keywords, most of the time, you're not but let's say for argument's sake, you are you would have 300 ad groups theory. I mean, we never had that situation. But we will often have many, many ad groups. And the reason we have one keyword per ad group, I mean, sometimes we have up to five to 10 is because we want very, very tight ad relevance. So the ad groups are called ad groups for a reason. It's because the ad is attached to that ad group. So you want the keyword to basically that Add to be extremely relevant to the keyword that you're bidding on so that people will click on it. Alright. So for example, if we kind of give a practical example that people can imagine, okay, I'm a speaker and I speak at internet marketing conferences, okay, I might want to target the people who type into Google

Illana Wechsler 20:24

marketing event professional speaker, okay. And for somebody who types that into Google, I want my ad to say that I'm an expert on Pay Per Click marketing. And I am these are the topics that I can talk about, right. But I also speak at dental conferences, because I actually used to do specialize in Google ads for dentists actually, for a long time. So I want to target the keyword of people who type in professional speaker at dental conference, and then that ad is going to be different. I'm going to talk about the latest strategies that I can reveal in the dental industry, what's working right now in the dental space, and it's really relevant based on what somebody has typed in. Now had I put those two, both keywords in the one ad group,

only one ad would be shown and it wouldn't be relevant, I wouldn't be able to tailor my message based on what somebody has really typed into Google. That.

James Taylor 21:24

Yeah, absolutely. And that's fantastic. Because all those mistakes, you mentioned the start, I've made all those at the start,

Illana Wechsler 21:29

you're not alone.

\$20,000 Speaking Gig From Ads

James Taylor 21:30

So and you know, I've been doing a Google Ads 2010 or so that was kind of written a while. And making all those those mistakes you just mentioned, one of the things I was going to add, I think this is maybe I think a lot of ads, Google and Facebook ads were really well for who've got online courses, online memberships, because these pricing prices tend to be a little bit lower. And if you're optimizing your ad campaigns for conversion, there's more data that's able to the algorithms say Oh, yeah, this campaigns working, let's send more traffic traffic to it, you can work. One of the challenges we've always find, and I'd love to hear your thoughts on this is when you have a higher priced product. Let's say if if you're a speaker who has a \$20,000 speaker, so your technical conversion, you know, could be like a \$20,000 sale, it doesn't you're not giving so much data to Google to under to help them understand what campaigns are working, because you might only be getting two or three, you know, a month, let's say, how do we deal with that,

because I know that Google's changing a lot just now there's this thing, that deep funnel optimization someone was telling me about the other day, and and so they're really wanting to show ads to things that convert and to help the customer. So how should we be thinking about that if we have maybe higher priced products.

Illana Wechsler 22:52

So I mean, you know, you wouldn't really get a \$20,000 speaking gigs straight, probably Google Ad Anyway, there would be some kind of sales process that somebody would go through. And so this is concept of macro conversions, which are the final sale versus your micro conversions, which are the small events that lead up to the big sale. And that would probably be certain points in your funnel that people might get to. So for example, they might, you know, land on a landing page, which has got a video example of a previous speaking gigs, so they can see a sample of kind of the type of work that somebody can do. And that might be micro conversion, just getting people to consume that, that content. And that can be recorded as a conversion. Because you know that if you can get 100 people to consume that video, well, 10% of them are going to proceed to book a call with you with your app, or whatever is that sales process.

James Taylor 23:50

So ignore those numbers like how if I do like X number of sales calls a client inquire sends an email or fills in a form, we do a call with them, roughly this percentage is going to convert than the average value per thing is it so I can then tell Google, this is how much that discovery call that inquiry calls worth to me.

Illana Wechsler 24:10

That's right, and you create separate conversion tracking for each of those micro conversions. So you would create conversion tracking for somebody who watches that video. So it makes it to the thank you page to watch the video, a separate conversion tracking for somebody who schedules a call with you. And you know, you can track anything. You can even track how far somebody makes it down to a page or if they view a page, you know, anything can be a conversion. So you really got to understand the process that people go through in order to book that \$20,000 call but it's the same thing you know, with selling a high high ticket course. For example. No one's gonna buy a \$6,000 course straight from even a Facebook ad, right. So they are people often have some kind of sales funnel, they'll have a webinar, right and they know that a certain portion of people To watch the webinar, or perceive them to book a call with that person, etc, etc. So it's exactly the same micro conversion tracking process.

Ads Creative

James Taylor 25:10

It's the same process and and when it comes to copy the image, let's see if it's a if it's a display, ad or even if I get at the search for is a visual thing that's kind of going on as well. I have there been any little little tried and tested things you've discovered over the years in terms of copy? Or is it just a case, sometimes you try things and you think this is my experience, this is definitely going to work and it just falls flat on his face.

Illana Wechsler 25:37

Either happens all the time, I've been doing this for long enough I I've learned to stay humble. Think things that I think will go really well. often don't have things that I think will go terribly, often go

really well it all comes down to if I'm in the target audience or not, you know, and if I'm not in the target audience, then I really don't understand the market like it, you know. And so we you have to test everything. And you know, offer a lot of people creative is a big factor in success with things. And often just really simple, clear, creative is actually really, really effective people, people overcomplicate things, and they try and get too clever, when in actual fact, often something that's just really clean, and really simple and succinct, and to the point. And the message is clear, is you know, if shown in front of the right person can be all that is really needed. But yeah, in terms of tips and tricks at work, it will it depends on what platform you're playing on. On the Facebook side of things, we find long copy works incredibly well. And we find that storytelling is incredibly powerful. At the end of the day, you know, people go to don't go to Facebook to you know, buy brake pads for their car, right? They go to Facebook to be entertained and engage in Facebook groups and with their friends and see what their friends have been up to. So you have to tell a story. And I mean, what better way to showcase a story through a video reel with a speaker, I mean, who it's engaging, it's the perfect platform for it. And you can give a real history of of the person and people love that. And I've tested long copy versus short copy, I can't tell you, I've profited possibly spent millions of dollars split testing across all these different industries. And hands down long copy just outperforms it every single time. And starting out, I wouldn't ever, ever have predicted that because I thought I will, you know, people have got a three second attention span, who's going to read it. But if you can write it in such a way that it captures people attention. And you know, the spacing is right, that there's flow to the text and that they can skim read it but also captured, it becomes like a mini landing page, actually. And that creative does a huge amount of the heavy lifting. And so yeah, you know, that's what we find on the Google side of things on YouTube. The in stream ads said which are the the non skit you know, the ads that show up before the video you're about to watch. The first five seconds is on skippable. So you can

imagine how important those first five seconds are in your ad to capture people's attention. And we do like to tell tell a bit of a story is that and have a hero's journey. And if and then at the end, we also like to have a countdown timer at the end to give people a chance to click too often I see people run a YouTube ad. And it's an amazing story and people are watching it and then suddenly it just just ends. And they're like what I didn't know it was going to end and then they have no way of getting back to the ad because you can't bring it back. Yeah, so I can scroll back up on Facebook in the newsfeed to get back to the ad. And so by adding a countdown timer at the end, it just gives people an opportunity to click. And if they are going to click like maybe they've been just been so captivated by the story that was given all the speech that was given that they're showcasing that they just got so lost in the moment they didn't realize. I also like to show people when they're going to click where they're going to end up. So there's no surprises. So you know, when you say you have to have some kind of call to action there. When you click on this link that's below, you're going to be taken to this page and here's what you got to do. Like you've got to hold people's hands through the process. People assume that you're they're going to know what you want them to do. I've learned time and time again, you just cannot assume like the general rule of thumb is like if I were to show your ad to a 10 year old, would they be able to work out What you want them to do. And that's really the litmus test, I just imagined my 10 year old daughter,

James Taylor 30:06

I go to the other end, I go to the eight year old, so I go. But But I learned that I was really I want to have you on so much on the show, especially this time is I know, myself and many other speakers in the business. Many of us were doing lots and lots of ads, pre pandemic, and we were spending those 10s of 1000s of dollars every month on ads, because they were genuinely

delivering, I would say, especially Google ads for us is because a little bit further down the the funnel in terms of the device journey. When the pandemic happened, I think pretty much all of us including a lot of the speak speak of yours, we kind of switched off a lot of things and we went to retargeting and just kind of lowered the aspirin. And as we're starting to come out of things now, I think there's a real opportunity for people to start really, you know, increasing the the level of spend on ads, because they absolutely work if the as you're saying if the targeted rate and if they're theirs. They make sense, right. And they're structured right as well. So now is the time if you're watching this listening to this just now. And we're starting to come out of hopefully, this pandemic. And, and companies are typing in all every day looking for keynote speaker on this professional speaker on this, you want to be getting in front of them. So Ilana, we mentioned that you have this great training product that might some of my my staff have kind of gone through some of the things there as well. Tell us a little bit about that. So people can kind of go over there and find out about that and, and hopefully get trained on their own Google and Facebook and PPC campaigns.

How To Run Profitable Ads Campaigns

Ilana Wechsler 31:44

Yeah, sure. So I probably got out of the agency space about 18 months ago, actually. And now I still have my agency. And we've just got a very small number of clients. But I that my main focus now is teaching people how to run profitable campaigns themselves so that they don't need an agency. Because I would say 90% of the people out there who are currently using an agency most likely don't need one, because the campaigns that they're going to run are actually really simple and straightforward. So yes, there are some people that they they spend, you know, 10s of \$1,000 a month, yes, by all means you would need an actual you should

have an agency. But for the ad spend less than that, most likely you don't. So I teach people how to create profitable campaigns using the strategies that I've tried and tested in my agency. And I came up with the concept that we were sort of talking before we hit record of the paid traffic puzzle. And that really, I've distilled all my learnings from all the 10s of millions of dollars I've spent online in ads, across multiple platforms, and across so many different industries. It's sort of like had a bit of an aha moment actually, where I just it all kind of came together to me how it all fit in together. And I came up with this concept, as I said, called the paid traffic puzzle, where it's how to how to use the the Facebook and Google Ad platforms together, how they interrelate to each other. And how you can solve your own paid traffic puzzle, it's a little hard to explain without visuals, and so for your listeners is fantastic.

James Taylor 33:23

And we've gone through it, it's a really, if your way, even I've been doing paid traffic for a while. But for me, it was so valuable watching that training. And it was thrilling. And I know, we're gonna put a link here as well, because it just puts everything in context. And it makes it just easy to think about and distracted to strategize around.

Illana Wechsler 33:47

And I think, as we sort of touched on in the beginning, you know, so many advertisers think of these platforms in silos, and and they're not silos because your end customer is engaging on multiple platforms. So at the heart of every advertiser is a holistic retargeting campaign across Google, search, display, YouTube and social, and they are the corners of your paid traffic puzzle. But what most people don't realize is that your retargeting campaigns can help reveal additional campaigns that you can incorporate into your cold

traffic campaigns. So you can do it based on data and in a very methodical and budget conscious way, essentially, because many agencies, we've got all we got to spend \$10,000 a month and we're just gonna throw a bunch of spaghetti at the wall and see what sticks or it's like, well, no, like, you know, I always treated my clients money, like my own money, and was very methodical with it. And so we're going to start small, we're going to build slowly, but based on data so that we're always profitable, and we grow and we scale that way rather than spend a whole bunch of money. 90% of it's wasted. So I sort of went the reverse way. But in this training, which your listeners can get for free at teachtraffic.com/puzzle, I reveal, there's a presentation I gave, basically breaking down this whole process, which I think is the one that you watch.

James Taylor 35:17

Fantastic. And it's great training. And I know you filmed it at James Schramko regional friends superfastbusiness live event as well. So we're going to put a link here so people go to teachtraffic.com/puzzle. Go and get this training. Watch it. It's amazing. It will save you countless dollars, Australian dollars, British American dollars British pounds yen, whatever your currency is, is very, very good. Elena, thank you so much for coming on today. It's been a pleasure can speaking to you again. Hopefully, it's not going to be another five years or something until we see each other

Illana Wechsler 35:53

Hopefully not. Yeah. That thank you so much for inviting me on its site. It's been a real honor. And yeah, it's been lovely to chat and talk about the stuff that I really enjoy talking about. So thank you.

