

Stage 4

What's The Best Platform to Use?

Ecommerce

If you run an ecommerce store, including dropshipping and white or private labelling, the most effective advertising platform is Facebook's Ad Manager. It offers excellent potential for automation, has a massive reach with around 2 billion monthly active users and secures a wealth of information collected with each of those users. Facebook's Conversion Ads are proven to boost sales and help grow businesses, with billions being spent annually by Ecommerce businesses on the site. Facebook also allows you to advertise on other Facebook-owned platforms, including Instagram. Using free advertising strategies for Instagram is a viable strategy. Still, it is recommended it is only done in conjunction with Facebook Ads. It is too time-consuming and content-dependent to effectively market an ecommerce store without relying on automation Ads with another platform.



Google Ads

Whilst Facebook is the top-recommended Ad plat- the training modules which includes tutorials on form for ecommerce, Google Ads are also effective. Celeb Campaigns and provides Network access to They are great for adding credibility and trust, bol- help grow your account. stering SEO ranking and targeting those who use Google to research your product or similar ones on offer before making a purchase. It widens your sales funnel and can effectively drive traffic to your store. Change recommends using Facebook over Google Ads as your primary advertising platform as it has proven more effective. However, using Google Ads to supplement your Facebook Campaigns is a great way to move your marketing to the next level and scale up your business. It can also be used by those active in Affiliate Marketing to supplement your Instagram efforts.



Affiliate Marketing

Instagram is the Change recommended platform for affiliate marketing. Its founders and members have seen massive success on the platform and can effectively close sales on the site. It acts as a sales funnel for interested parties. It relies on several factors, including professional-quality content, being a source of inspiration and education, credibility and providing value for your followers. Several strategies boost your success on the site and close more sales, including IGTV, Reels, Live Videos, Engagement Groups, Celeb Campaigns and Influencer Marketing. The most effective of these strategies are Influencer Marketing and Celeb Campaigns. These strategies are covered further in the Instagram Training section of the Change system. Inner Circle and VIP members have access to Stage 8 of



Free and Paid Advertising

All platforms have both Free and Paid options for marketing. For free marketing, Facebook has Groups and Direct messaging. Google has SEO ranking, and Instagram has hashtags and content creation. The aforementioned Paid marketing methods are more potent than Free marketing strategies and yield better results. This is because it is easier to put your product or service in front of your ideal audience. However, there is no reason not to use Free Marketing strategies alongside any Ad or Social Media campaigns you are currently running. It helps boost exposure and only costs your time. Schedule small amounts of your daily routine to develop these Free Marketing strategies. You could see an increase in sales over the long term.



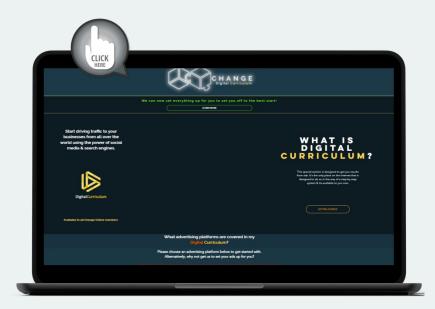
Digital Curriculum

As a reminder, the Digital Curriculum section of the Change system is catered toward those looking to set up their Marketing Campaigns quickly and effectively. It includes decades of combined experience from Change's Marketing Experts, giving its members a competitive edge. You will find advanced step-by-step guides for Facebook and Google Ads to boost your success here. Inner Circle and VIP members get access to extended training, which will help push your Ads to the next level. Change also offers several services to develop your Ads and Creatives, allowing you to leverage your time elsewhere whilst experts build the foundations for your campaign and run them for you.



Trial and Error

Establishing an effective Ad or Social Media marketing campaign involves trial and error. Whilst Change can recommend the platforms you will see the most success, it will vary dependent on your business. There will be obstacles to overcome and new lessons to be learned. Be patient and be open to new strategies. All Ad and Social Media campaigns take time to develop and effectively target the right audience. If you feel like you are struggling along your journey, make sure you use Change's experts and go through all the training available. This applies to both Ecommerce or Affiliate Marketing ventures. The more you know and the more resources you have, the better equipped you are to scale up your business with effective Marketing Strategies.



What's The Best Platform To Use?

There are many platforms available with both paid and free options for marketing. Each platform will have different levels of suitability for your business. This E-Book covers some of the strategies available and what businesses would see the most success from the options available.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

