Tráfego pago: anúncios

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facebook Ads

Meta

TikTok Ads

LinkedIn advertising

Google Ads

...Pinterest, Bing, Snapchat, Tumblr, Twitter, Reddit, Ask, Baidu, Yahoo! e vários outros.

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Demian Andrade

https://demianandrade.com/evento

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Pago x Orgânico?



GRATIS

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WATCH TIME (MINUTES)	VIEWS	YOUTUBE RED WATCH TIME (MINUTES)	YOUTUBE RED VIEWS
1,536,890*	584,617	30,884	10,328

Compare metric ▾ Daily ▾ Show growth

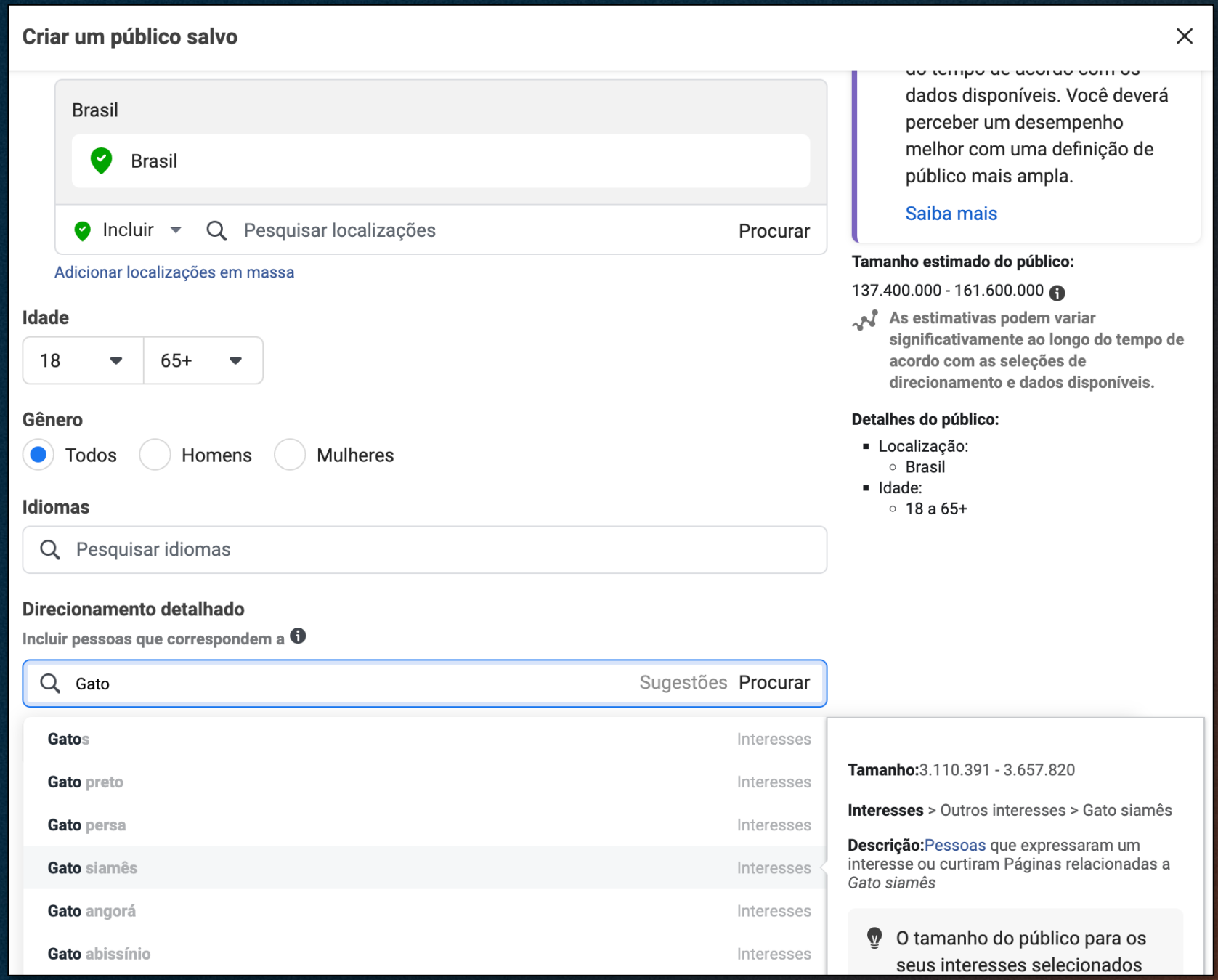


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Segmentação



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Métricas

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Amount Spent	Website Purchases	Website Purchases Conversion	Cost per Purchase	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad
$34.68	—	$0.00	—	—	—
$108.30	13	$3,005.00	$8.33	27.75	27.75
$92.98	3	$1,137.00	$30.99	12.23	12.23
$155.92	4	$1,800.00	$38.98	11.54	11.54
$391.88 Total Spent	**20** Total	**$5,942.00** Total	**$19.59** Per Action	**15.16** Average	**15.16** Average

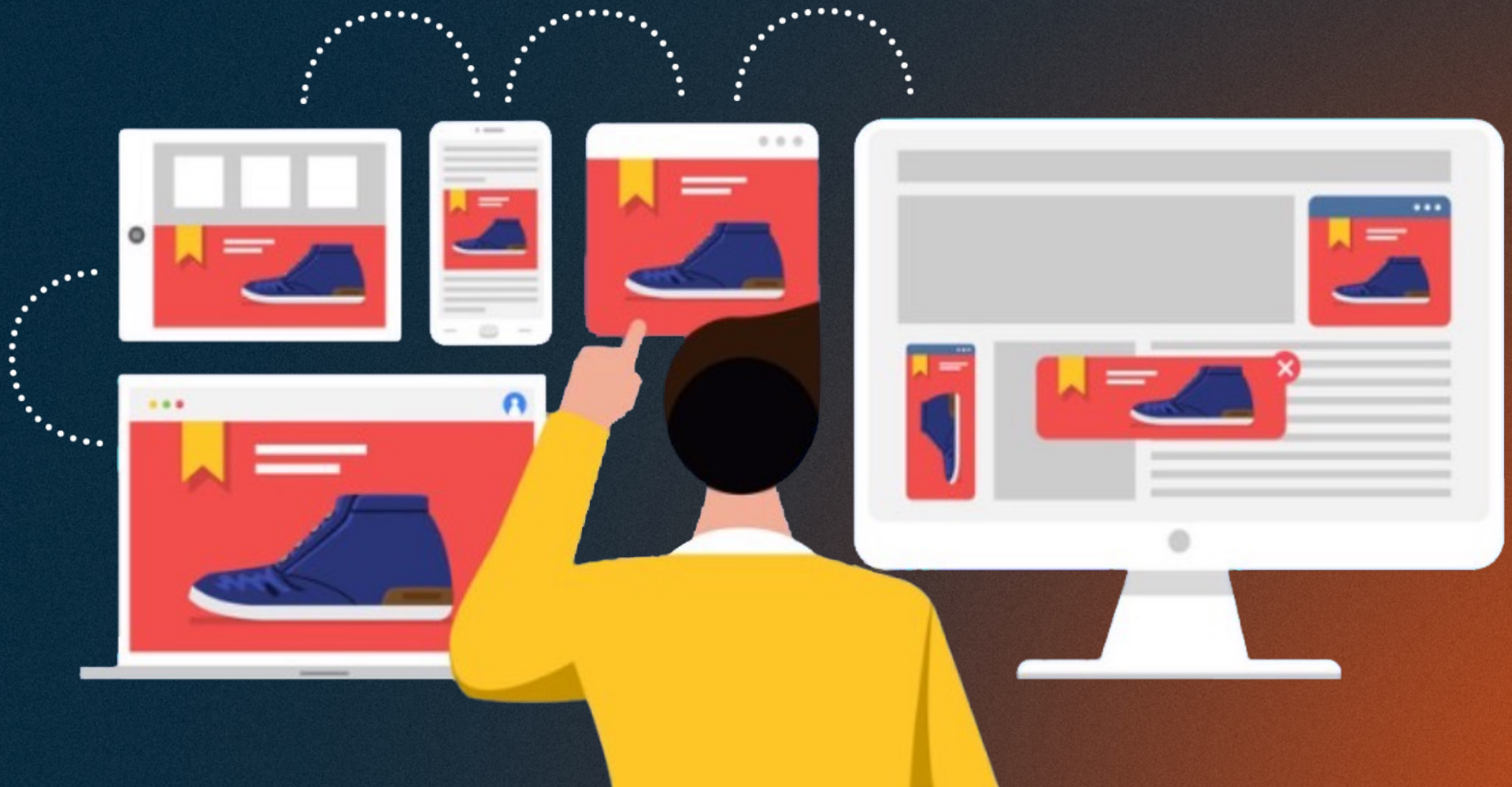
O que sabem de mim?

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Remarketing / retargeting

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Topo de funil
DESCOBERTA

→

Meio de funil
CONFIANÇA

→

Fundo de funil
OFERTA

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Virtue Map
Patrocinado ·

Procrastinators are guilt-motivated people because they can't find the consistent motivation to execute tasks, so instead their work is fueled with anxiety and guilt.

Virtue Map anti-procrastination plan helps to:

✅ Build Habits... **Ver mais**



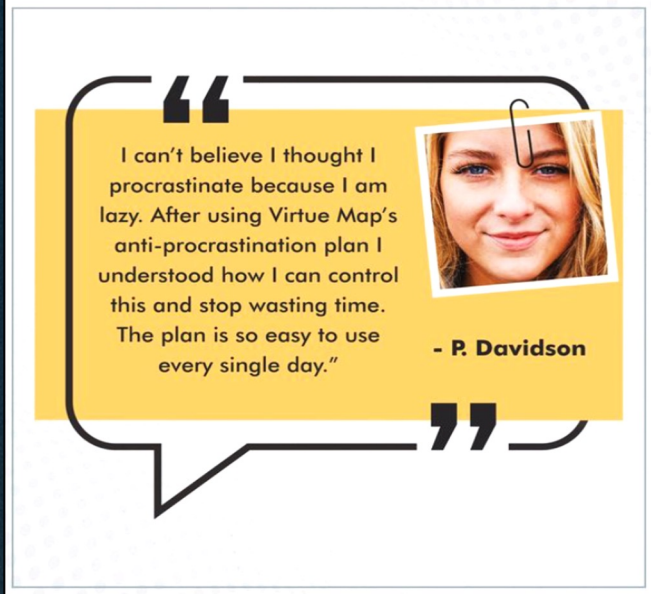
VIRTUEMAP.COM
Procrastination is NOT 'Laziness'
Is procrastination affecting your life?
Saiba mais

Virtue Map
Patrocinado

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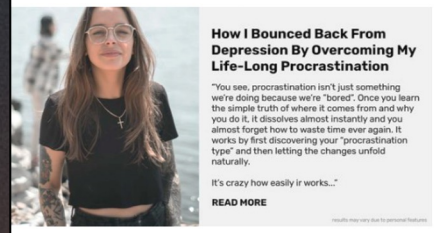
VIRTUEMAP.COM
Procrastination is NOT 'Laziness'
Is procrastination affecting your life?
Saiba mais

Virtue Map
Patrocinado
Identificação: 806346947082456

We've spent over 2 years and $104,000+ in Research & Development to design a personalized program for eliminating procrastination, anxiety and low self-esteem. 😍 👇

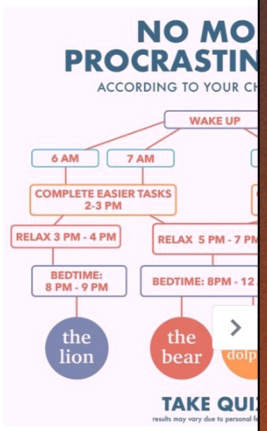
★★★★★ 150,409+ Happy Customers & Counting!

✓ Build Habits...



VIRTUEMAP.COM
✓ Build Habits
★★★★★ 150,409+
Happy Customers &...
Learn More

★★★★★ 150,409+ Happy Customers & ...



VIRTUEMAP.COM
✓ Achieve Goals
★★★★★ 150,409+
Happy Customers &...

★★★★★ 150,409+ Happ

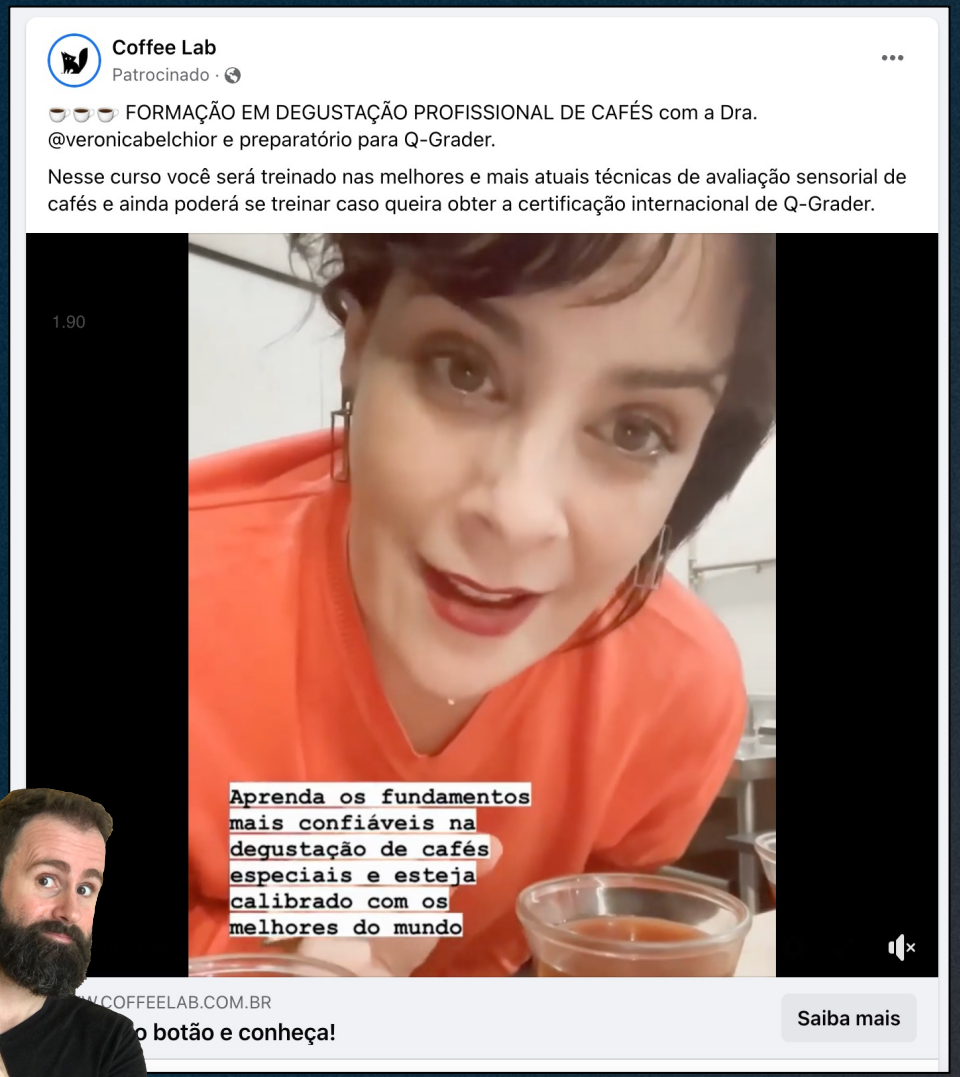
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Oferta em momento de compra

Oferta inconveniente

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facebook Ads

TikTok Ads

LinkedIn advertising

OU



Google Ads

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Google Ads

facebook Ads

LinkedIn advertising

TikTok Ads

Pesquisa

Quem está **buscandO**



Anúncios [pertinentes] são bem vindos

- **Ofereça solução imediata**

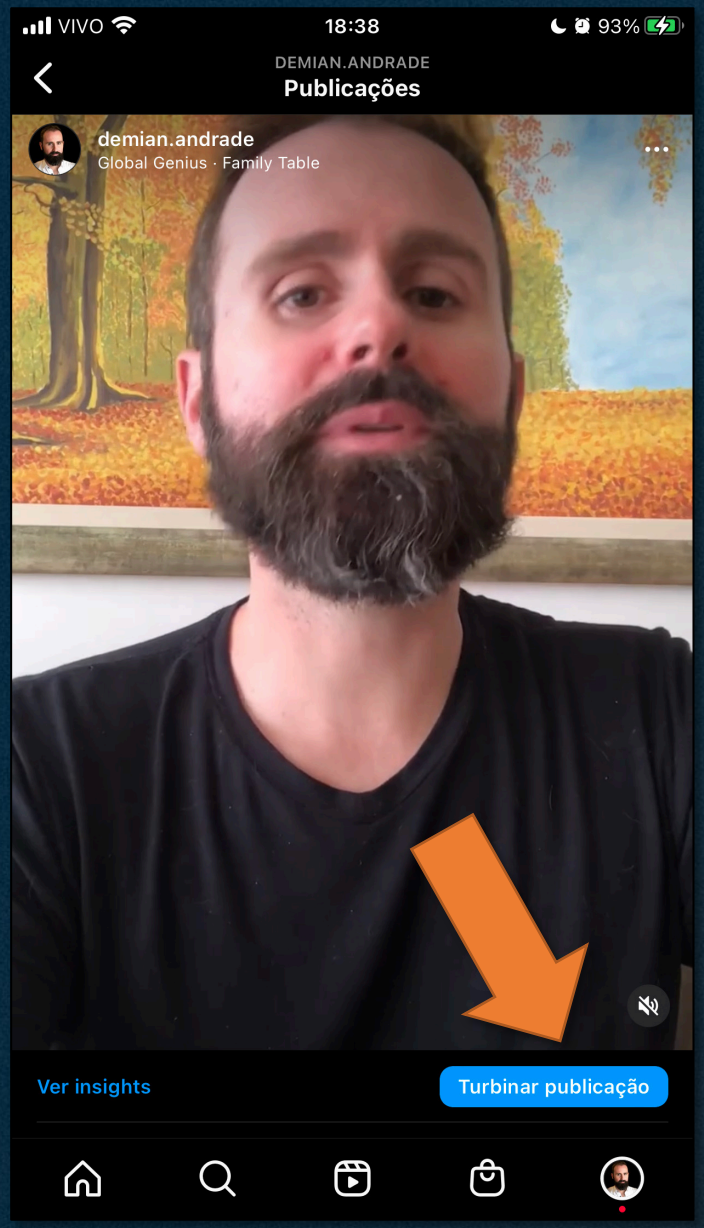
Entretenimento

Quem está **moscando**



Anúncios são <u>interruptivos</u>

- Tem que ser interessante
- Ofereça um futuro melhor
- Bom para apelo visual
- Quanto mais nativo, melhor



Anúncio simples

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1. Chame a atenção, problema comum, curiosidade...
   - Como fazer...
   - 3 dicas para...
   - O segredo para...
   - Você sabia que...

2. Final com chamada para a ação
   - Gostou? Então clica aqui para ter acesso...
   - ...para conhecer...
   - ...para saber mais...

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Quer criar autoridade? O perfil precisa ter conteúdo bom.

Site estruturado, que converte? (Promessa, depoimentos, e-commerce)

Serviços? Não tem site ou site horrível?





Local, presencial

O óbvio

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Mínimo R$ 10/dia

Mínimo 1 semana

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Obrigado!

Demian Andrade

https://demianandrade.com/