

Facebook Ads Mastery

FB Profit formula

“How To Calculate & Predict Your Profits Before
Spending A Dime On Facebook™ Ads...”

What is the FB Profit Formula?

It's a way to determine your KPI (Key Performance Indicators) based on your business goals using “Funnel Conversion Modeling”!

What Will You Discover Today?

- ✓ How Much Ad Budget do you need to allocate to turn a profit
- ✓ How Much you can pay to acquire a customer
- ✓ Conversion Profit Lever's for increasing revenue.

What Metrics Matter Most

- ✓ Product Price Point
- ✓ Funnel Conversion Points
- ✓ Funnel Conversion Rates – Real or Projected
- ✓ Cost Per Click / Cost Per Visitor – There's difference.

Webinar Funnel Model

- ✓ Product Price Point \$1,000
- ✓ Webinar Sales Conversion Rate 5%
- ✓ Webinar Attendance Rate 40%
- ✓ Webinar Registration Page Conversion Rate 10%
- ✓ CPC / CPV = \$1.00

Webinar Funnel Model

- ✓ $\text{CPC/CPV} = \$1 \times 100 \text{ Click} = \$100 \text{ Visitors} \times 10\%$
 $= 10 \text{ Registrants}$
- ✓ $\text{Cost Per Registrant} = \10
- ✓ $\text{Webinar Attendance Rate: } 10/40\% = 4 \text{ Attendees}$
- ✓ $\text{Cost Per Attendee: } \$100/4 = \$25 \text{ Per Attendee}$
- ✓ $\text{Webinar Conversion Rate} = 5\%$
- ✓ $\text{How Many Attendees Do We need To Break Even?}$

Webinar Funnel Model

- ✓ 25 Attendees X 5% = 1.25 sales \$1,000 Gross profit
- ✓ 25 Attendees X \$25 = \$625
- ✓ \$1,000 - \$625 = \$375 net profit
- ✓ 100 Attendees X 5% = 5 Sales \$5,000 Gross profit
- ✓ 100 Attendees X \$25 = \$2,500
- ✓ \$5,000 - \$2,500 = \$2,500

Conversion Profit Levers

- ✓ Cost Per Visitor
- ✓ Webinar Registration Page Conversion Rate
- ✓ Webinar Attendance Rate
- ✓ Webinar Sales Conversion Rate
- ✓ All of these can impact your overall ROI