

Ad Alchemy Step-by-Step – How We'll Build Your High-Converting Campaign

Welcome to Ad Alchemy — this is where strategy meets creativity to create ads that convert. Whether you're planning to DIY your ads long-term or want me to take over, this step-by-step guide shows exactly what to expect as we build and launch your campaign.

Step 1: Book Your Ad Alchemy Intake Session:

What's Happening: This is your official starting point! Once you book your \$199 intake session, you'll receive a detailed questionnaire to help me understand your business, audience, offers, and ad goals. (Note: If you have already completed a strategy spark session, I'll have sent you a code that you can use to waive this \$199 deposit)

What I Need From You:

- Pay for the intake session (or use your code)
 - Fill out the pre-session questionnaire
 - Book your call and come ready to share your goals, struggles, and vision for your ads
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Step 2: Intake Session & Setup

What's Happening: We'll meet for a 60-minute strategy call where we dig deeper into your offers, your audience, and what success looks like. I'll use your intake responses as a springboard for ideas and recommendations.

After the session, I'll:

- Set up your Client Dashboard (includes welcome letter, session receipt, and invoice for the remainder)
- Begin prepping for your custom ad campaign build

What I Need From You:

- Pay your remaining balance
 - Share any brand assets, photos, offers, or content we'll need for your ads
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Step 3: Ad Account Setup

What's Happening: I'll set up or optimize your Meta Business Manager, Google Ads, and connect Google Tag Manager, Facebook Pixel, and Analytics tools for accurate tracking.

What I Need From You:

- Grant me access to your ad accounts (or if you don't have any, I'll create them)
- Approve any connection requests or verification steps

What You'll Get: A clean, functional, properly connected backend — ready to track results and scale.

Step 4: Campaign Creation & Creative Development

What's Happening: I'll build a campaign designed to convert — with multiple ad variations and audience testing. Depending on your needs, I might:

- Write custom ad copy
- Design image or video ads
- Conduct keyword or competitor research
- Build a landing page or link to existing website pages

What I Need From You:

- Approve ad copy, visuals, and/or landing pages
- Provide feedback before launch

What You'll Get: A tailored ad campaign ready for launch — not a cookie-cutter setup. You're not getting the big agency “set and forget” method. I'm going to test, change, and reallocate your budget every 7-10 days for 6-8 weeks and scale the best performing ads. To see an example of what a campaign structure looks like, [check it out here](#).

Step 5: Launch & Test

What's Happening: Once approved, I'll launch your campaign, change the A/B testing, and reallocate the budget every 7-10 days. I'll confirm ads are delivering and tracking is working properly.

What I Need From You:

- Keep an eye out for early leads or inquiries
- Share any updates if something feels off or isn't working

What You'll Get: Your first live campaign! 🚀

Step 6: Post-Campaign Support – Choose Your Path

What's Happening: After your campaign has been live for 6-8 weeks, it's time to choose your path:

Option 1: Learn to DIY We'll meet for a 2-hour strategy session to review your campaign results and I'll teach you how to run ads on your own. You'll also get your **Conversion Codebook** — your guide to ads management and optimization.

Option 2: Let Me Take Over If DIY isn't your style, skip the strategy session and enjoy your first free month of the **Campaign Sorcery Subscription** (\$399 value). I'll manage your ads, refine the targeting, and keep building on what's working.

What I Need From You:

- Let me know which path you want to take
 - Book your session or activate your subscription
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✨ Want More Ongoing Support? If you're bundling Ad Alchemy with either the Magic Site or Brand Elixir packages (Silver Shine or Gold Glow), you'll unlock your **first month of Unicorn Power Subscription FREE** — which includes:

- Social Spark (done-for-you content + engagement)
- Campaign Sorcery (ongoing ad management + optimization)

🦄 Whether you choose to learn, delegate, or scale — I'll make sure your first campaign sets the stage for long-term success.