TikTok, Facebook and Instagram Ads PORTFOLIO

Janet E Johnson

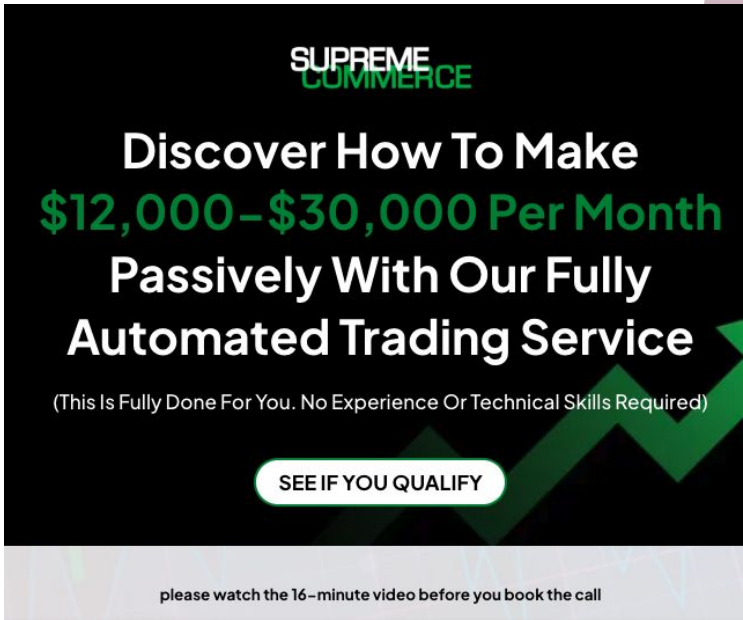


META ADS RECENT STATS

- $4.95 long-term brand value for every $1 invested on Meta* that’s 20% higher Return on Equity (ROE) than other media, on average
- New research reveals that brand building investment on Meta platforms delivers significant long term ROI, not just short term. 40% Short-term ROI + 60% Long-term ROI
- Meta platforms help deliver greater pricing power, by helping reach more premium shoppers.
- Meya platforms are able to reach ~25% more high spending consumers / premium shoppers, compared to overall media.

SUPREME COMMERCE

- Full management - both TikTok and Facebook ads
- Full Funnel Build-out and Management
- Strategies for entire funnel and all creatives
- 1st 2 months - netted over $150,000 with $45,000 ad spend
- Fully Booked appointments averaging $100/lead
- Scaling up to grow to over $1 Million per Month



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WIFI WEALTH

- Full management - both TikTok and Facebook ads
- Book funnel and low-ticket course funnel
- 1st 90 days - netted over $100,000 with $7,000 ad spend
- In 1.5 years - netted $3.5 million with $500,000 ad spend



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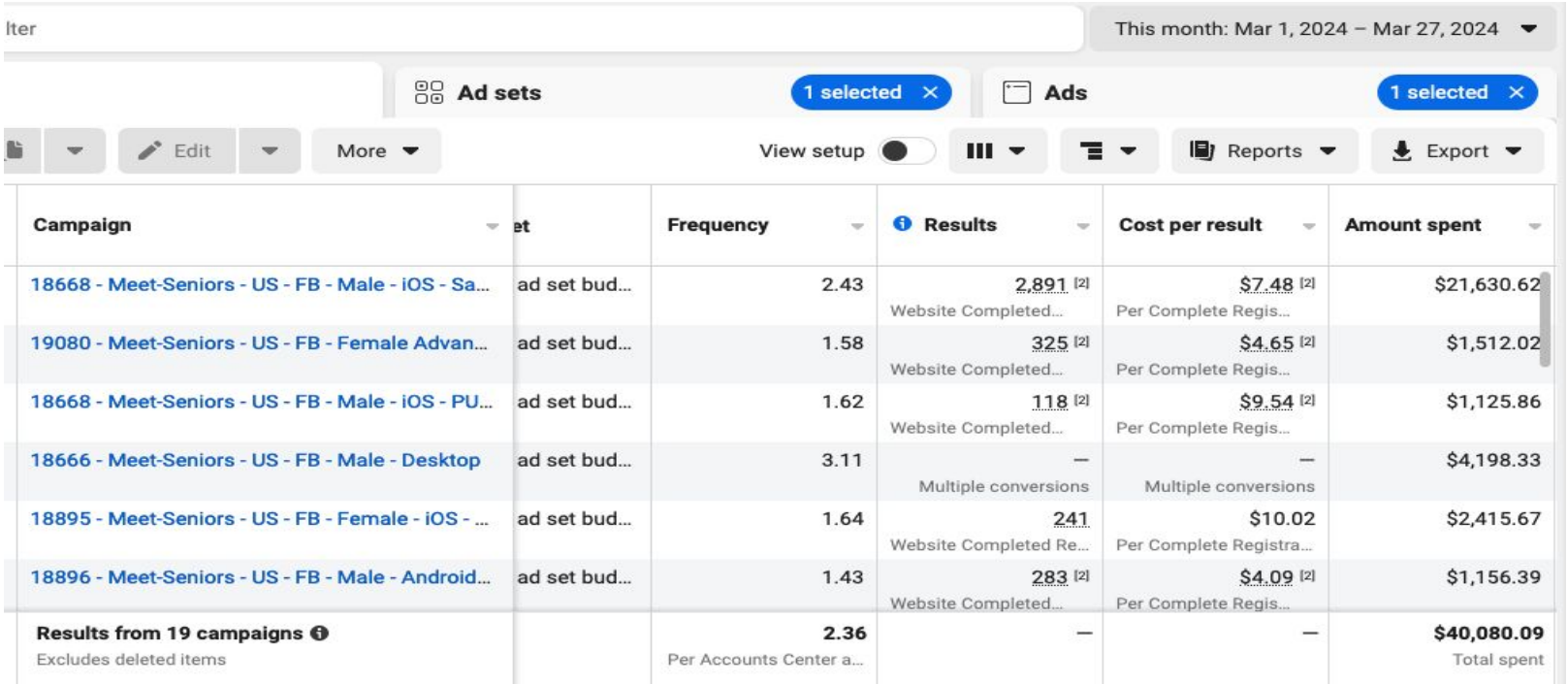
WIFI WEALTH

TOTAL - OCT 2022	$12,174.75	TT FBA	$120,000.00	10x
$44,942.55	$16,996.89	TT OLD BOOK	$270,000.00	15x
	$5,820.02	TT NEW BOOK	0	0x
	$7,243.55	FB OLD BOOK	$115,000.00	15x

TOTAL - NOV 2022	$14,398.00	TT FBA	$225,000.00	15X	310	$72/LEAD
$475,000.00	$16,047.60	TT OLD BOOK	$175,000.00	11X	453	$46.50/LEAD
	$7,183.43	TT NEW BOOK	$10,000.00	1.42X	68	$33/LEAD
	$6,305.23	FB NEW BOOK	$25,000.00	4X	601	$10.56/LEAD
		YT NEW BOOK				
	$43,934.26					

DATING

- $40K + ad spend per month



Campaign	et	Frequency	Results	Cost per result	Amount spent
18668 - Meet-Seniors - US - FB - Male - iOS - Sa...	ad set bud...	2.43	2,891 [2] Website Completed...	$7.48 [2] Per Complete Regis...	$21,630.62
19080 - Meet-Seniors - US - FB - Female Advan...	ad set bud...	1.58	325 [2] Website Completed...	$4.65 [2] Per Complete Regis...	$1,512.02
18668 - Meet-Seniors - US - FB - Male - iOS - PU...	ad set bud...	1.62	118 [2] Website Completed...	$9.54 [2] Per Complete Regis...	$1,125.86
18666 - Meet-Seniors - US - FB - Male - Desktop	ad set bud...	3.11	— Multiple conversions	— Multiple conversions	$4,198.33
18895 - Meet-Seniors - US - FB - Female - iOS - ...	ad set bud...	1.64	241 Website Completed Re...	$10.02 Per Complete Registra...	$2,415.67
18896 - Meet-Seniors - US - FB - Male - Android...	ad set bud...	1.43	283 [2] Website Completed...	$4.09 [2] Per Complete Regis...	$1,156.39
Results from 19 campaigns Excludes deleted items		**2.36** Per Accounts Center a...	—	—	**$40,080.09** Total spent

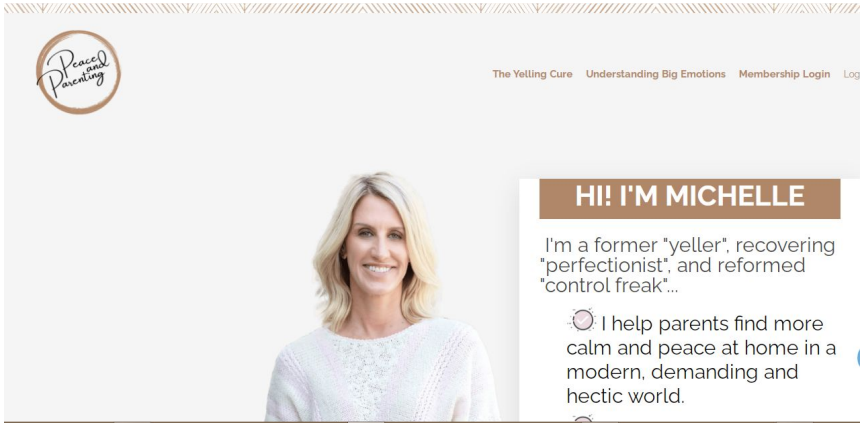
Danira Cancinos - Baker

- Meta Ads Management - Worked with for 2 years doing ads for her launches
- Averaged a 3x-10x return on all ads



Michelle Kenney - Peace and Parenting

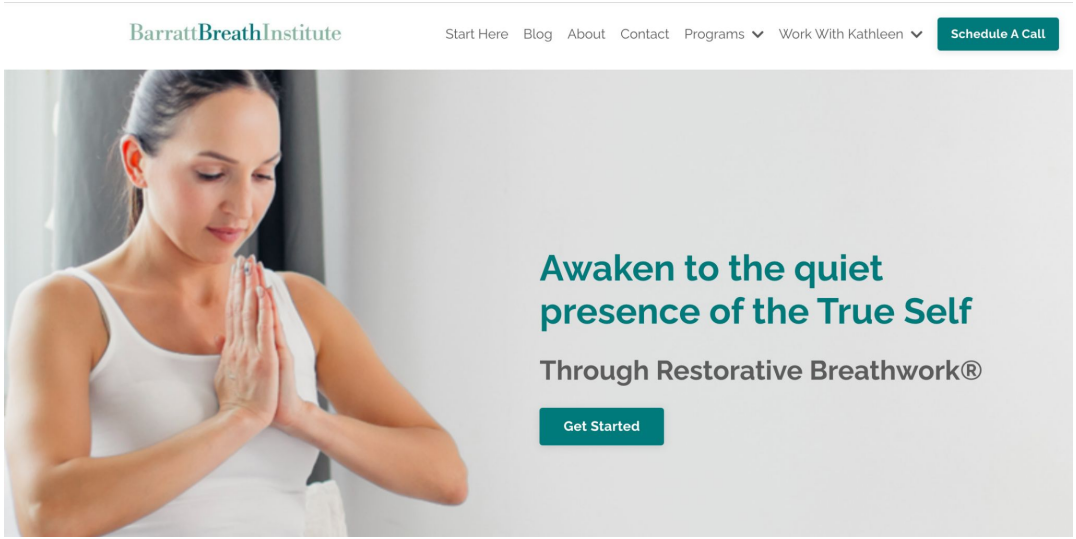
- Meta Ads Management - Masterclass Launch
- Ad spend: $1,500 = Over $10,000 in sales



Kathleen Barratt - Barratt Breath Institute

Meta Ads Management

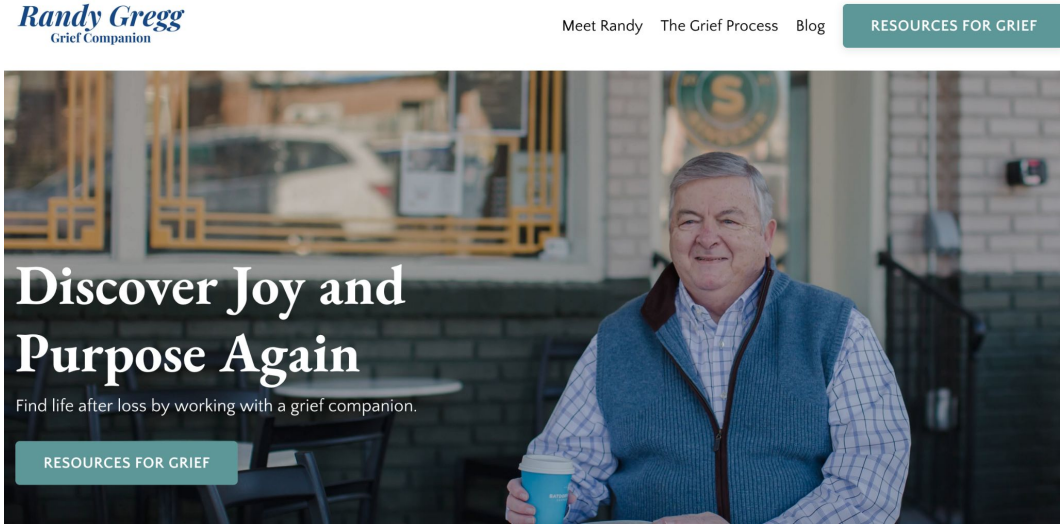
- Email List Building as low as $.52/lead
- Sold Masterclass at a 4x ROI



Randy Gregg - Grief Companion

Meta Ads Management

- Email List Building as low as $1.40/lead



Danira Cancinos - Baker

- Meta Ads Management - Worked with for 2 years doing ads for her launches
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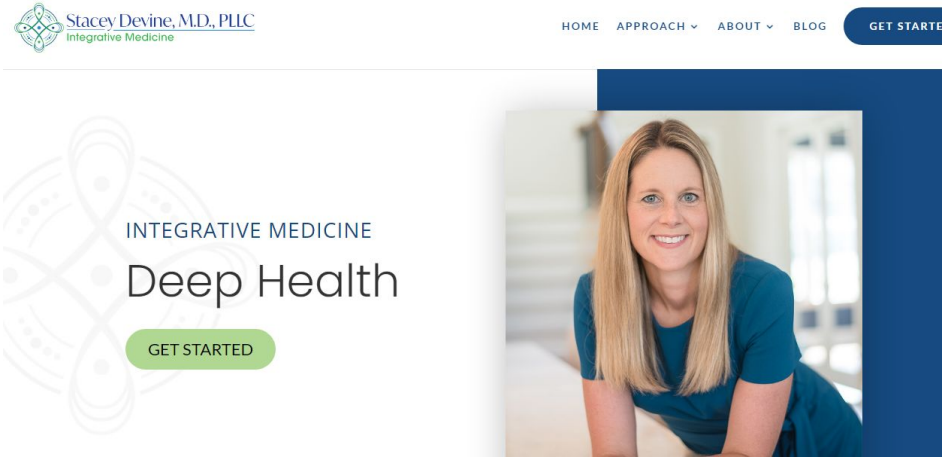
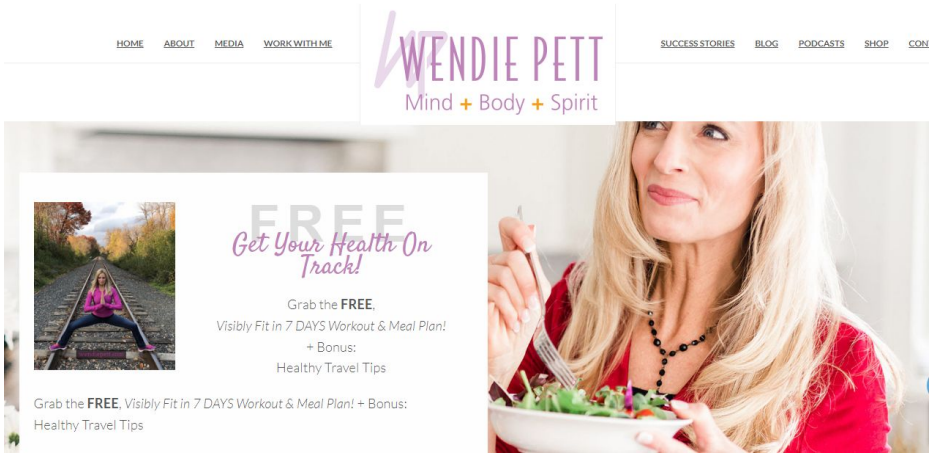
Stacey - Integrated Medicines

- Meta Ads Management - Masterclass Launch
- Ad spend: $5,000 = $50,000 in sales



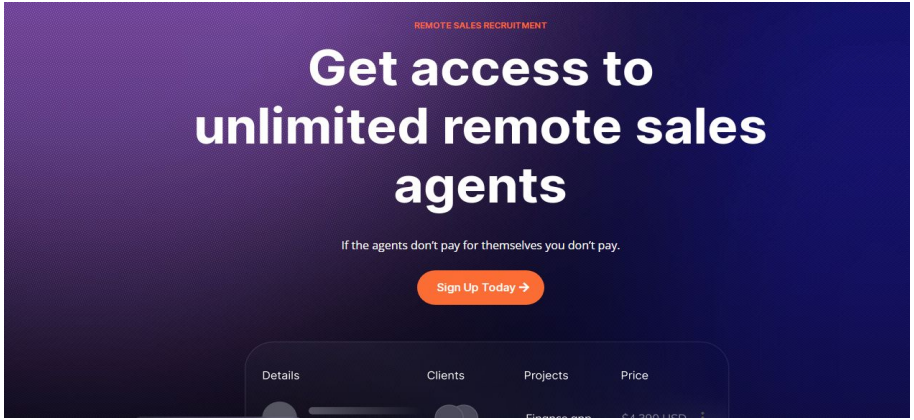
Wendie Pett - Wendie Pett Enterprises

- Meta Ads management
- Secured 3 clients in 1st 2 weeks ($3,200 coaching packages)



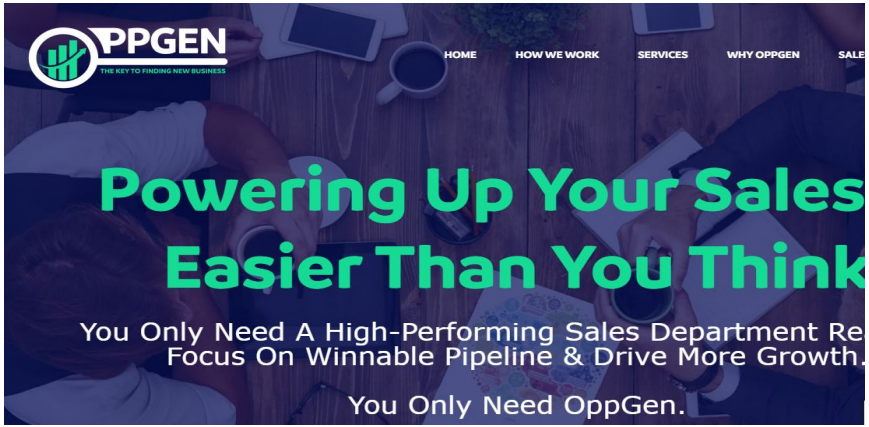
Desmond Dixon - CXO Republic

- TikTok Ads management
- First $200 ad spend landed a multiple thousands of dollars contract



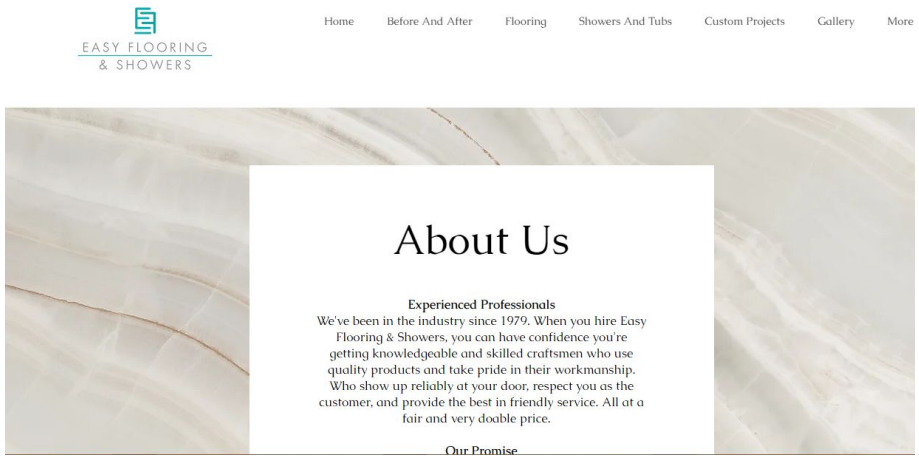
Glen - OppGen

- Meta Ads Management
- Direct to booking calls - Scaled down to $150/booked call
- Ad Spend: $3,000 = $14,000 offer - in 1st 2 months got client



Dave Rasmussen - Flooring and Showers

- Meta Ads Management - Lead forms (Collecting leads inside Facebook)
- Ad Spend: $3,000 = 2 Shower Remodels (Average profit of each is $6,000)



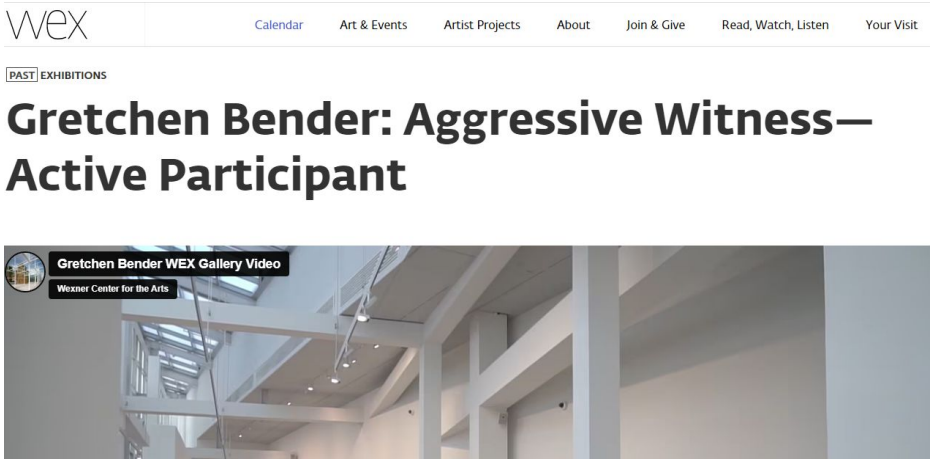
Michelle - Nomad Escape

- TikTok Ads Management
- Ad Spend: $1,500 = 3 Booked Trips



Gretchen - Active Witness

- Meta Ads Management - Masterclass Launch
- $8,000 Ad Spend = $35,000 Sales



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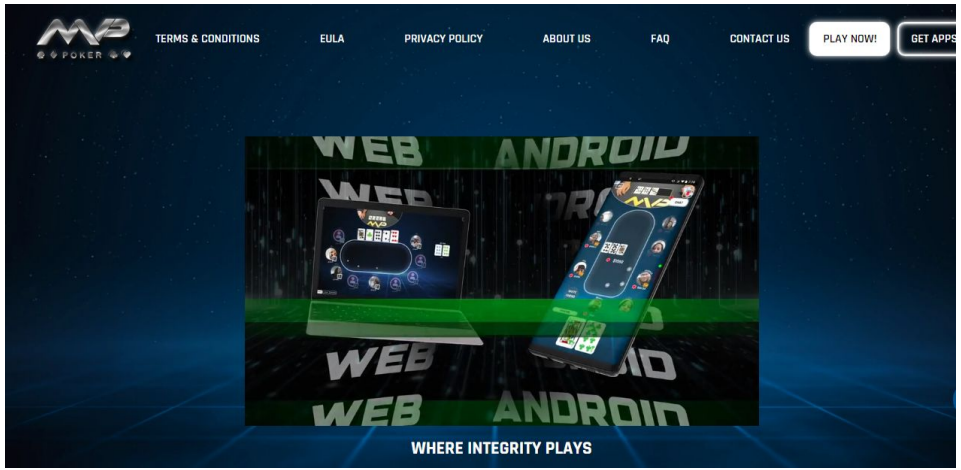
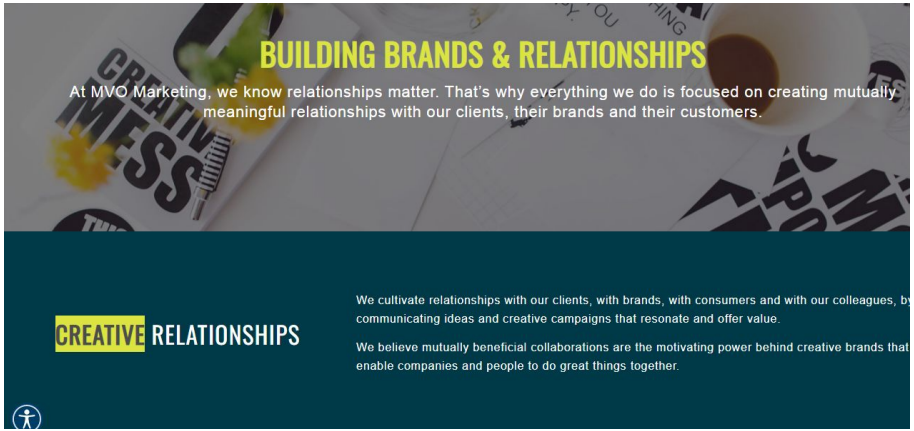
MVP Poker

- Facebook Ads Management
- CPC = $.22/click



MVO Marketing

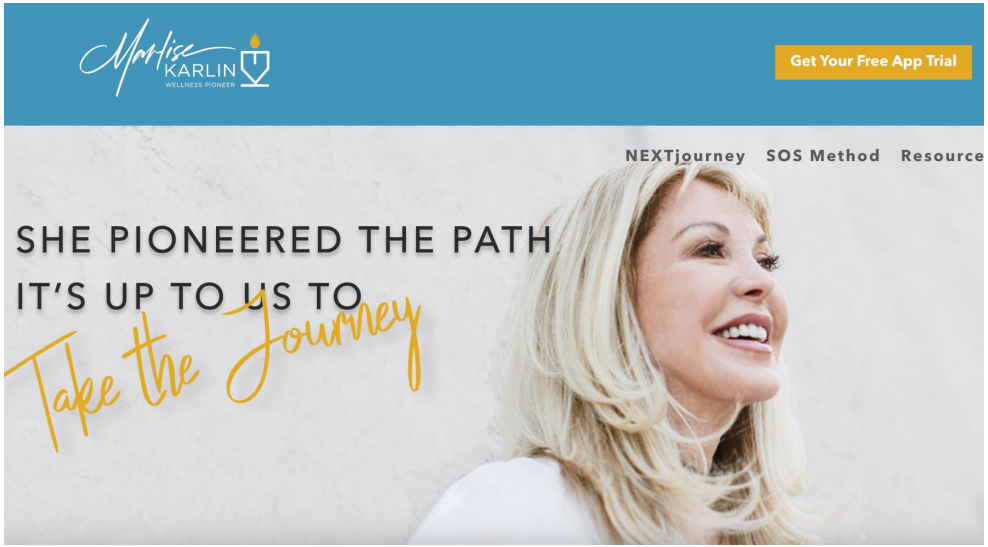
- Meta Ads Management
- Lead Ads for apartments
- Averaged $6-12/lead



Marlise Karlin

- TikTok Ads - App Installs
- As low as $3.97/Install

CVR (SKAN, cli...	App Install (SK...	Cost per App In...
24.39%	30	4.08 USD
16.28%	64	5.13 USD
25.02%	301	3.97 USD
14.29%	11	8.14 USD
20.61%	197	4.42 USD



ADDITIONAL ADS MANAGEMENT CLIENTS

New Mexico Builders

Heather Awad

Kelly Jahner-Berne

Leah Meyers

Nerissa - Industry MD Coach

Rainbow Mortgage

Robert Martinelli

Active Wealth

Ann Sieg

Amy - Puget Sound

Cindy - Furrylicious

Cindy Saunders

F45 Fitness

Jack Link's Bloody Mary Mix

Connoisseurs

Assael

Suzie - NewLife Psychology

ADDITIONAL LUXURY CLIENTS

A few of Janet's Clients:













