49. Test a Variety of Ads
text, video, long, short, etc.

50. PLACE RETARGETING ADS

TRACK RESULTS

51. SPLIT-TEST YOUR ADS

TEST JUST ONE FACTOR AT A TIME

52. USE A TWO-STEP METHOD

SEND TO SQUEEZE PAGE

THEN EMAIL THAT LIST

53. "KEY" YOUR ADS

THEN YOU CAN TRACK THEM

54. EMBED YOUR BRAND

PEOPLE INTERACT WITH BRAND ADS THEY KNOW

FAMILIAR BRANDS ARE TRUSTED

55. DO AN AD BLITZ

POST MULTIPLE ADS IN VARIOUS PLACES SO SEARCHES FOR YOUR NICHE RETURN YOUR ADS
FAMILIAR ADS GET MORE TRAFFIC

56. MATCH ADS TO LANDING PAGES

MAKE LANDING PAGE RELEVANT TO THE AD
AVOID CLICKBAIT ADS