CAMPAIGN CHECKLIST

Thank you for choosing Ice Cube Marketing! We pride ourselves on having the best and most consistent process in the industry.
Here are the minimal items we will be carrying out for your campaign.

LANDING PAGE

- Benefit articulation is SMART (Specific, Measurable, Achievable, Realistic, Time-bound)
- Use of proof/endorsements/evidence to back up all claims
- Pictures of real people used (Asians)
- Use of credibility boosters
- SSL certificate encryption of subdomain
- Mobile-friendly view
- Image sizes less than 1000px (for decent loading speed)
- Installation of basic website plugins: AntiSpam, Uptime monitoring & Security
- Conversational writing - Readability grade 9 and below

FACEBOOK ADS

- Minimum of 3 ad angles with varying awareness levels & appeals (7x way)
- Each ad consists of hook, buildup and call-to-action(CTA)
- Target at least 3 sets of audiences with 3(ad sets) x 3(ads) configuration.
- Set up pixel for conversions tracking
- Switch to conversions-objective campaign to leverage machine learning
- Create warm audience for retargeting (once it exceeds 1k size)
- Create and target look alike audience

GOOGLE ADS

- Add list of universal negative keywords and niche-specific negative keywords
- Create at least 2 adgroups with relevant set of keywords respectively
- Create at least 2 ads per adgroup for split-testing
- Use of at least 2 types of ad extensions: callout, structured snippet
- Use of Responsive search ad

Learn more about our process at
icecube.asia/our-process

COMMUNICATION AND COORDINATION

☐ Onboarding meeting
☐ 1-page overview monthly report
☐ Phone call check-in after 1 month
☐ Post trial review meeting after 3months
☐ Leads database integration & updates
☐ Adhoc support over whatsapp

PROJECT TIMELINE

DAY 0	DAY 1	DAY 3	DAY 4-11	DAY 12	DAY 14	DAY 16
Onboarding	Send Email	Materials Received	Planning Copywriting Design	Landing Page Sent For Approval	Landing Page Final Touch-up	Campaign Launched!

*Shown in working days

PLT is an agile program focusing on results rather than a broad web design/ branding project.

▇ Actions Required

BEST PRACTICES FROM OUR TOP 10 MOST SUCCESSFUL CLIENTS

- Call up the leads within the day. Follow up 2-3 times if no response
- 1 day before the appointment, send them a text message reminder
- Inform Ice cube immediately if you detect any spammers
- Indicate which lead turned up for appointment and became a customer so we can optimize based on real sales results!

If you have any questions, feel free to contact your consultant or email directly to our management team at info@icecube.asia

Affirmed by _____

Ted Chong
CEO,
Ice Cube Marketing Pte Ltd