



A MANAGER'S GUIDE:

**3 Simple Steps To Make
An Extra \$100,000+ / PM
From Client Merch**

Introduction

In this guide, we are not only going to take you through the benefits of running social media ads for talent, but we're also going to share with you 3 incredibly effective, yet simple steps to make \$100,000+ a month from merch sales.

The career lifespan of any talent, celebrity, creator or influencer is uncharted territory. You have witnessed stars rise and fall at alarming rates, just as we have. Brands will not always be flooding your inboxes with collaboration opportunities and very few live to be the talk of the town forever.

That is why it is crucial that you're consistently building a standalone brand for your client's high intent audience, and an effective merch strategy is exactly how you do that.

An effective merch strategy is how you create lifelong fans.

They may not go to every concert, show, meet and greet you offer, but they will consistently purchase quality products that make them feel close to you. Take advantage of this.



Do it right, or don't do it at all.

Please note that it's not enough to just be spending on Facebook and Instagram ads haphazardly. We've done ad account audits for huge names that work with some of the biggest management companies in the world and they are achieving results that I define as **DISRESPECTFUL**.

The creative, copy and targeting used is all extremely cookie cutter and is not at all reflective of the talent's personality, interests or vision.

After speaking with dozens of managers in the industry, we've discovered that literally all the ads these big labels and agencies run are exactly the same for ALL the talent they manage.

It's virtually a ginormous waste of money. I don't care if your label, agency or management team is investing in your ad spend if they are just running the same exact ads (generic graphics, music video snippets, and basic tour posters) as everyone else, I promise you are getting the same mediocre results.

Instead, try these battle-tested strategies yourself.

They've worked for dozens of our clients in the entertainment space, as I'm sure they'll work for yours.

3 Incredibly Effective, Yet Simple Steps To Make An Extra \$100,000+ A Month From Merch Sales:

Online advertising today is one of the most difficult things to master and scale due to all the competition on these platforms. However, as a manager, your clients already have the major key to success on these platforms in their back pocket: A large fanbase.

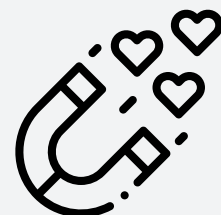
Next, you need:

1 Effective Campaign Optimization + Targeting



2 Persuasive Copy

3 Resonating Creative



Effective Campaign Optimization + Targeting



I'd recommend either running a value-based campaign or a purchase conversion campaign with bid or cost caps. Then throughout the week constantly be adjusting those bids. That is how you'll guarantee super-low CPAs and massive scale.

Take advantage of bidding because, with the power of your preexisting organic reach, you can tell Facebook exactly what you want to spend and what you don't, while still maintaining maximum volume.

The average CPA I see for talent-branded products priced at \$45 is \$9.23. While the average CPA for a nontalent-branded product at \$45 is \$18.22.

That's why you need to advertise.





Take a look at the return of a traditional apparel company.

See All

+ Add filters to narrow the data you are seeing. Mar 1, 2020 - Apr 15, 2020

Campaigns Ad Sets Ads

1-200 of 843 View Setup Columns: Custom Breakdown Reports

Delivery	Results	Reach	Cost per Result	Budget	Amount Spent	Website Purchases	Website Purchases Conversion Value	Website Purchase ROAS	Ends	Impressio	Link Clicks
Active	7 Purchases	30,766	\$40.67 Per Purch...	\$400.00 Daily	\$284.69	7	\$574.45	2.02	Ongoing	31,250	278
Active	99 Purchases	434,126	\$43.82 Per Purch...	\$1,400.00 Daily	\$4,337.82	99	\$7,230.67	1.67	Ongoing	489,595	1,981
Active	209 Purchases	767,850	\$41.67 Per Purch...	\$800.00 Daily	\$8,709.21	209	\$15,547.68	1.79	Ongoing	1,128,543	5,712
Active	345 Purchases	894,485	\$27.66 Per Purch...	\$1,400.00 Daily	\$9,541.12	345	\$23,746.00	2.49	Ongoing	1,822,178	7,427
Active	1,019 Purchases	4,560,814	\$36.60 Per Purch...	\$2,700.00 Daily	\$37,297.23	1,019	\$77,159.81	2.07	Ongoing	5,974,065	39,000
Active	415 Purchases	183,630	\$35.99 Per Purch...	\$700.00 Daily	\$14,935.79	415	\$27,996.39	1.87	Ongoing	1,397,468	8,243
Active	438 Purchases	3,012,307	\$40.49 Per Purch...	\$300.00 Daily	\$17,736.04	438	\$27,060.10	1.53	Ongoing	4,254,011	18,019
Active	1,556 Purchases	167,439	\$26.32 Per Purch...	\$1,500.00 Daily	\$40,953.37	1,556	\$107,069.39	2.61	Ongoing	2,216,559	14,183
Active	2,471	4,958,650 18,742,547 People	\$32.83	\$800.00	\$81,115.03 \$509,971.59 Total Spent	2,471 16,336 Total	\$172,941.38 \$1,109,131.39 Total	2.13 2.17 Average	Ongoing	9,246,557 73,075,7... Total	76,369 468,750 Total

Now, take a look at a talent's apparel company -

very well known, continuous drops.

See All

+ Add filters to narrow the data you are seeing. Mar 1, 2020 - Apr 15, 2020

Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

1-200 of 386 View Setup Columns: A-1 Breakdown Reports

Delivery	Results	Reach	Cost per Result	Budget	Amount Spent	Website Purchases	Website Purchases Conversion Value	Website Purchase ROAS	Ends	Impressio	Link Clicks
Active	14 Purchases	140,030	\$24.12 Per Purch...	Using ad...	\$337.62	14	\$483.63	1.43	Ongoing	213,830	1,615
Active	377 Purchases	891,379	\$5.38 Per Purch...	Using ad...	\$2,028.96	377	\$15,729.62	7.75	Ongoing	1,413,087	15,142
Active	4,319 Purchases	7,686,085	\$5.38 Per Purch...	\$6,000.00 Daily	\$23,242.83	4,319	\$165,546.67	7.12	Ongoing	19,060,6...	120,330
Active	425 Purchases	580,350	\$5.80 Per Purch...	Using ad...	\$2,465.27	425	\$16,982.88	6.89	Ongoing	956,509	10,953
Active	1,033 Purchases	281,132	\$1.52 Per Purch...	Using ad...	\$1,572.69	1,033	\$39,366.17	25.03	Ongoing	680,529	4,579
Active	Multiple Con...	5,854,479	— Multiple C...	Using ad...	\$36,638.96	6,311	\$250,848.39	6.85	Ongoing	16,872,5...	140,003
Active	2,029 Purchases	466,067	\$5.93 Per Purch...	Using ad...	\$12,025.00	2,029	\$81,542.02	6.78	Ongoing	3,317,187	17,952
Active	1,203 Purchases	332,243	\$6.56 Per Purch...	Using ad...	\$7,887.23	1,203	\$45,243.75	5.74	Ongoing	1,712,591	7,140
Off	82	43,440 17,857,183 People	\$5.42	\$400.00	\$444.50 \$133,129.11 Total Spent	82 21,511 Total	\$2,846.02 \$846,203.13 Total	6.40 6.36 Average	Ongoing	69,385 73,485,8... Total	526 477,304 Total

Well executed talent campaigns return at **MINIMUM 3x more** than traditional brands. Facebook Ads were created for you and your clients to win.

Persuasive Copy



The quality of your ad copy is extremely important because it directly affects the clickthrough rate of your ads.

Copy that's too passive might confuse a customer, while copy that is too aggressive might irritate a customer. It's important to have a team that specializes in mastering your client's voice with a direct response tone that can move your audience to buy on the spot.

As managers of influencers, creators, and artists, you must understand and capitalize on their power.

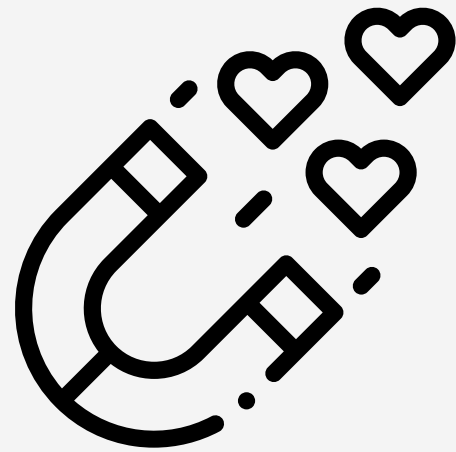
Since the focus of these ads is always them, if done correctly, most, if not all end up resonating so deeply with your market that it gets shared, friends tag friends, and leave comments. Facebook then begins to value your ad because of all the social proof it's growing and you have just produced an extra audience of free marketers through this incredible flywheel effect.

Most ads are boring and inspire one emotion: get the fu*k off my screen. Don't do this.

Listen to your audience, creep through the comments and go deep into relevant hashtags.

It's important to find ways to connect your audience deeper to your brand and make them feel closer to you, close enough that they want to buy.

Resonating Creative



Create content that feels native to the platform. On these highly saturated platforms, it's important to equally stand out, but also fit in.

Instead of posting a selfie that focuses on you looking hot, rather take one of you looking hot in your merch. It's a very fine line, but those are two entirely different shots, and that's where a lot of talent screws up.

Understand that nobody wants to be sold, but everyone wants to buy. Most people hate ads, so try your best not to feel like one.

Don't overproduce your creative. It shouldn't feel like some elaborate production because that's not what Instagram, Facebook or Tiktok were designed for. Your ad content should feel organic, in line with your voice while still pushing a direct response.





Wrapping It Up

Would you like to get a 5x ROI on your Instagram and Facebook ads? Not running ads yet, but are ready to take things to the next level?

Drop us a line if you have any questions or if you'd like to hop on a call for a free strategy session.

We'll Get You A 200% ROI 90 Days or Give Your Money Back. Absolutely No Risk, You Can't Lose.

WARNING

Before you claim your free strategy session you must understand that this is only for people serious about growing their profits and have at least \$6,000 per month to spend on Facebook + Instagram ads. Our goal is to maximize your sales. To do that, we need to grab your client's fan's attention, delve into their emotions and trigger those deep psychological triggers that make them want to buy from you. If that idea makes you squeamish then you should close this page and get on with your day. BUT if you are ready to electrify your merch sales and skyrocket your profits...

[Free 30-Minute Strategy Consultation →](#)