MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

Are you ready to advertise?

Lesson: When paid advertising makes sense · about 15 minutes

Decide whether paid ads fit your business now, and what a test must achieve.

Your business (name, service, main city):

1. Score yourself against the five conditions. Which are not yet met, and what would it take to fix them?

2. Calculate your maximum affordable cost per booking and cost per lead, showing each step.

3. Which two ad types best match your buyers' moment of intent? Explain why.

4. List the months when you most need new bookings and the months when you are already full.

5. Write your 90-day test: hypothesis, budget, measures and decision rule.

Check: can you now

- Test your business against five conditions that make paid advertising worthwhile
- Calculate your maximum affordable cost per booking and cost per lead
- Match ad types to buyer intent, budget and vendor type, and plan a 90-day test

One change you will make this week