

BONUS TRAINING

PAID ADS + DATA TRACKING

For Optimization

AD PERFORMANCE

IMPRESSIONS

128,742

CLICKS

4,239

NEW LEADS

892

COST PER LEAD

\$2.31

ROI

4.6X

TECH
SAVVY
SCHOOL



SM

JG

TECH SAVVY
MENTORS

TSM

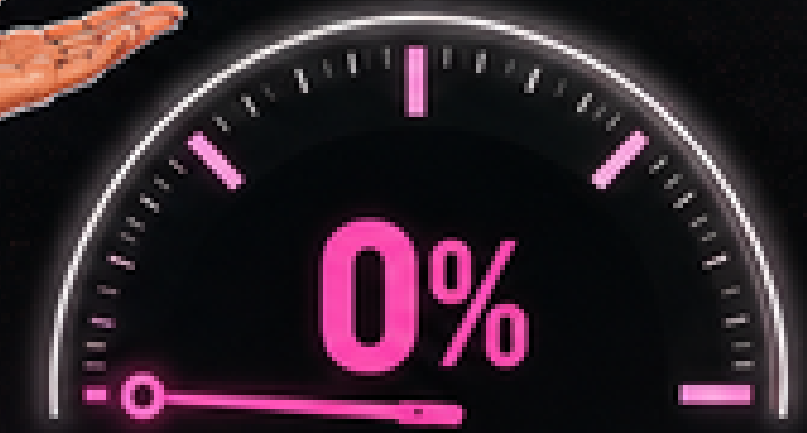
TSM

THE SYSTEM IS BUILT.
NOW LET'S SEE WHAT
ACTUALLY WORKS.



52/57

PLATINUM AUDITS HAD
ZERO VISIBILITY INTO
LEAD CONVERSION RATE.



CONVERSION RATE

LEADS ARE COMING IN...

- FACEBOOK ADS
- INSTAGRAM ADS
- DMs & SMS
- WEBSITE FORMS
- REFERRALS

NO DATA.
NO VISIBILITY.
NO GROWTH.

TSM
TECH SAVVY
MENTORS



9 OUT OF 10
ARE FLYING WITHOUT A GAUGE.

TURN

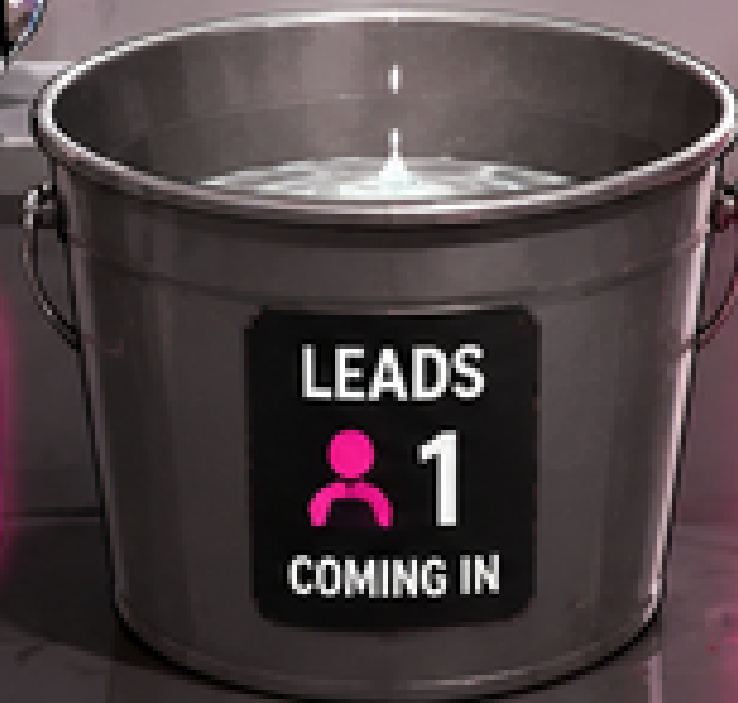
IT ON.

ORGANIC
CONTENT

POST ✓
HOPE ✓
WAIT... ⌚



ORGANIC =
SLOW DRIP



LEADS
1
COMING IN

“Organic + Paid
is the best ROI.”
— Kayse

PAID ADS

ON ✓
LEADS FLOW ✓
YOU GROW ✓



PAID =
PREDICTABLE FLOW



LEADS IN YOUR CRM

294
AND GROWING



WRONG TURN = WASTED SPEND.

YOUR OBJECTIVE TELLS **META** WHERE TO TAKE YOU.



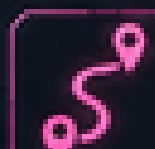
PICK THE RIGHT
DESTINATION



CLEAR GOAL
BEFORE YOU
START



RIGHT PEOPLE
RIGHT MESSAGE



RIGHT PATH
RIGHT OBJECTIVE



BETTER DATA
BETTER DECISIONS

 Meta

BOOKED CALLS
REAL RESULTS

DEAD END
WASTED SPEND

DEAD END
NO RESULTS

YOU ARE
HERE

TSM

EMPOWERING
DIGITAL
SUCCESS

SM

JG

TSM

TECH SAVVY
B2B MENTORS

TSM

TSM

TECH SAVVY
MENTORS

ONE SYSTEM.
REAL RESULTS.

PICK THE RESULT RESULT YOU ACTUALLY WANT.

AWARENESS



TRAFFIC



ENGAGEMENT



LEADS



SALES



MATCH THE OBJECTIVE TO THE GOAL.



RIGHT
MESSAGE



RIGHT
PEOPLE



RIGHT
RESULT

GROW SMARTER.
SCALE FASTER.

DO NOT BOOST.

Boosting feels like running ads.
It isn't.

~~BOOST POST~~ ↗

“ I boosted posts...
but I did not
get any leads.”
– Shawndell

THE TRUTH:

- 🚫 BOOST ≠ REAL ADS
 - 🎯 NO TARGETING CONTROL
 - 📉 NO TRACKING + NO OPTIMIZATION
- JUST MONEY OUT THE WINDOW.**

TECH SAVVY
MENTORS

EMPOWERING
DIGITAL
SUCCESS

BUILD IT RIGHT FROM THE START.

ONE SYSTEM.
ONE LOGIN.
REAL RESULTS.

1

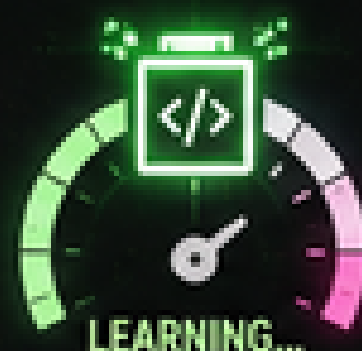
BUILD IN
ADS MANAGER



SET IT UP CORRECTLY.
DON'T CUT CORNERS.

2

LET THE
PIXEL LEARN



GIVE IT DATA.
GIVE IT TIME.
IT GETS SMARTER.

3

MATCH
OBJECTIVE TO GOAL



RIGHT OBJECTIVE.
RIGHT RESULT.
NO WASTED SPEND.



DO IT RIGHT



SEE REAL RESULTS



STOP WASTING MONEY

TSM

PLAN
TRACK
OPTIMIZE

NR

LEADS FLOWING
THROUGH FAST!



INSTAGRAM
ADS



FACEBOOK
ADS



MESSENGER
ADS



WEBSITE
ADS

META LEAD FORM

FAST LEADS IN. MORE LEADS OUT.

TAP. SUBMIT. DONE.
INSTANT DELIVERY.

HIGH
VOLUME
LOW FRICTION



META LEAD FORM



FAST.
Get leads in
seconds.



CHEAP.
Lowest cost
per lead.



COLD.
Lower intent.
Lower friction.

Great for volume.
Lower friction =
lower intent.



SEE AD
They see
your ad.



TAP FORM
They submit
in-app.



GET OFFER
They get it
instantly.



BACK TO THEIR DAY
They keep scrolling.
You keep scaling.

TRAFFIC NEEDS
SOMEWHERE TO LAND.



INSTAGRAM
ADS



FACEBOOK
ADS



REFERRALS



MESSENGER



WEBSITE
VISITORS

NO OPT-IN.
NOWHERE TO LAND.

THE OFFER
MENU

YOUR LANDING PAGE



SLOWER.



COSTS MORE.



WARMER.

More friction = **higher intent.**

YOU BROUGHT THEM IN.
GIVE THEM A REASON TO STAY.

- ✓ Your message continues
- ✓ Builds trust
- ✓ Captures the lead
- ✓ Moves them to the next step



THIS IS WHERE **INTENT** HAPPENS.

YOUR
LANDING PAGE

*We're glad
you're here!*

PLEASE
CHECK IN



TODAY'S OFFERS

- ✓ FREE GUIDE
Solve this problem
- ✓ WORKSHOP
Deep dive + training
- ✓ COACHING
Personalized support
- ✓ DONE-FOR-YOU
We build it for you



TRAFFIC
arrives



LANDING PAGE
welcomes



OPT-IN
captured



FOLLOW-UP
begins



RELATIONSHIP
builds

ONE MESSAGE.
ONE EXPERIENCE.
ONE RESULT.

SAME PROMISE. EVERYWHERE.

CONFUSION
COSTS SALES.
CLARITY
CREATES SALES.

AD

STRUGGLING WITH
MISSED LEADS?
STOP LOSING MONEY.

WE CAN HELP.



COPY

SM Tech Savvy Mentors
Sponsored · 🌐

STRUGGLING WITH
MISSED LEADS?
STOP LOSING MONEY.

We build automated systems that capture, follow up, and convert — so you never miss another opportunity.

WE CAN HELP.

👤 127 💬 23 Comments ➦ 9 Shares



LANDING PAGE

SM TECH SAVVY MENTORS

STRUGGLING WITH
MISSED LEADS?
STOP LOSING MONEY.

We build automated systems that capture, follow up, and convert — so you never miss another opportunity.

LET'S FIX IT TOGETHER



CAPTURE
Every Lead



FOLLOW UP
Automatically



CONVERT
More Customers



Same person.



Same problem.



Same promise.



BUILD TOWARD, NOT AWAY FROM.



WHO
Know exactly
who you're
talking to.



ONE PROBLEM
Pick one specific
problem they
feel right now.



ONE INSIGHT
Share the insight
that makes them
think differently.



**ONE GAIN-
FRAMED CTA**
Show the desirable
result and tell them
what to do next.

SM TECH SAVVY MENTORS
Sponsored

**TIRED OF LEADS
THAT GO NOWHERE?**

We help service providers turn missed opportunities into booked calls and consistent clients—without the overwhelm.

GET YOUR SYSTEM WORKING →



**STRONG ADS FOLLOW
THIS FORMULA:**

- ✓ Speak to **ONE** person
- ✓ Solve **ONE** problem
- ✓ Share **ONE** insight
- ✓ Offer **ONE** clear next step

— — —

• More connection.
More trust. More results.





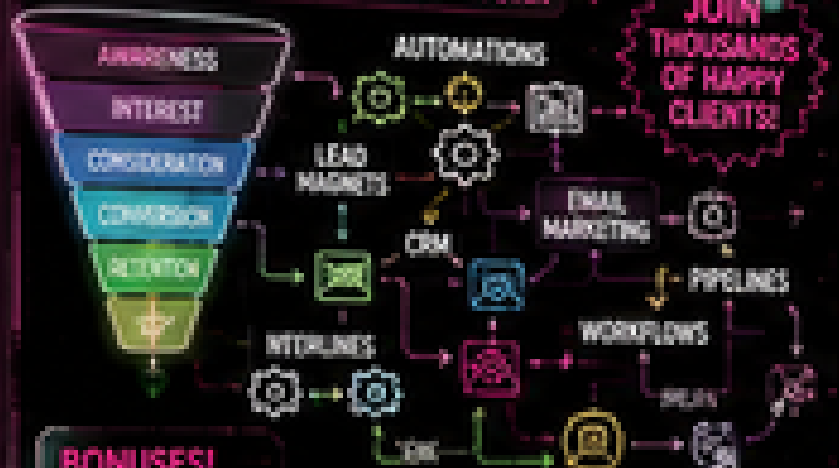
TOO MUCH.
TOO CONFUSING.

LOW COGNITIVE LOAD ONLY.



THE ULTIMATE **ALL-IN-ONE**
DONE-FOR-YOU SOLUTION
TO SCALE YOUR BUSINESS FAST!!!

OUR PROVEN 5-STEP FRAMEWORK



JOIN
THOUSANDS
OF HAPPY
CLIENTS!

BONUSES!

- BONUS #1 📺
- BONUS #2 📺
- BONUS #3 📺
- BONUS #4 📺
- BONUS #5 📺

WATCH VIDEO

CLICK HERE FOR DETAILS

LEARN MORE HERE

- ✓ GET MORE LEADS
- ✓ NURTURE AUTOMATICALLY
- ✓ BOOK MORE CALLS
- ✓ CLOSE MORE SALES
- ✓ DELIVER AMAZINGLY
- ✓ INCREASE LTV
- ✓ SAVE TIME & MONEY

FEATURES INCLUDE:



ONLY
\$197/MO!

LIMITED TIME OFFER!

KEEP IT
SIMPLE.



NEVER MISS A LEAD AGAIN.

We'll set up your system
to capture, follow up,
and book more calls—
automatically.



BOOK YOUR FREE CALL



NO
DIAGRAMS



NO WALLS
OF TEXT



NO
HIDDEN CTA

ONE HEADLINE.
ONE PROMISE.





INSTAGRAM ADS



Your Ad
Sponsored

READY TO
GROW YOUR
BUSINESS?

LEARN MORE



Learn More

AD SPEND

\$80
/MO

DATA FOG
LEADS DISAPPEAR.
MONEY VANISHES.

\$80 / MO

INSTAGRAM AD SPEND. ZERO TRACKED RETURN.

If you can't trace the lead,
you **can't** calculate the return.

CRM

Leads



No leads found.

LEAD SOURCE REPORT

SOURCE

RETURN ON AD SPEND



Instagram Ads

?



Facebook Ads

—



Google Ads

—



Other

—

TOTAL RETURN

\$0.00

SM

TRACK
EVERY LEAD.
MEASURE
EVERY DOLLAR.

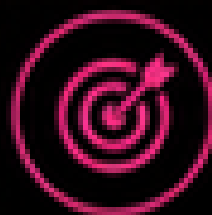
TECH SAVVY
MENTORS
EVENT

Welcome!

GREAT CONNECTIONS
START WITH
GREAT TRACKING.

UTM

TRACKED.
RECOGNIZED.
CONNECTED.



CAMPAIGN

Which campaign
brought them in.



AD

Which ad
they clicked.



AUDIENCE

Who they are
and why it matters.

UTM

EMPOWERING
DIGITAL
SUCCESS

CRM

NEW LEAD ● Just now



Jessica R.



LEAD SOURCE

Campaign: May Promo
Ad: Spring Workshop Ad #2
Audience: Women Entrepreneurs 30-50
Source: Instagram Ads

STAGE: New Lead

New Lead → Contacted → Booked → Customer

CRM
HOST DESK



SEE IT. KNOW IT. GROW IT.
EVERY LEAD HAS A STORY.
WE MAKE SURE YOU KNOW IT.

SALES PIPELINE

BEAUTIFUL PIPELINE. **ZERO SOURCE DATA.**



CONTACT	SOURCE	CAMPAIGN	AD SET	AD	CONTENT
—	—	—	—	—	—
—	—	—	—	—	—
—	—	—	—	—	—
—	—	—	—	—	—
—	—	—	—	—	—
—	—	—	—	—	—

SOURCE
DATA
MISSING

TOOL SPEND
LEAKING EVERY MONTH



\$600 / MO GOING OUT THE DOOR.

\$600 /MO

**DOES NOT KNOW
HER OWN LEAD
CONVERSION RATE.**



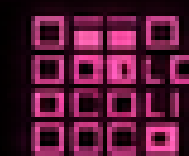
UTM

+



SOURCE
TRACKING

+



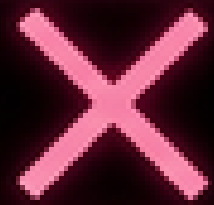
PIXELS

TRACK
MEASURE
IMPROVE

TSM

TSM

FEED THE PIXEL RIGHT.



**BAD DATA =
BAD DECISIONS.**

CONFLICTING
INSTRUCTIONS

TRACK
EVERYTHING!

IGNORE
THIS EVENT

USE
COOKIES

DON'T TRACK
THIS PAGE

MISSING EVENTS

DUPLICATES

CONFLICTING
DATA

NO CONTEXT

PAGE VIEW?
MAYBE?

DON'T USE
THIS PIXEL

BUY
SOMETIMES?

TRACK
SOMETIMES

IGNORED
EVENTS

MULTIPLE
PIXELS
XX

What do
I even track?!

NO CONSISTENCY

NOT
CLEAR

TOO
MUCH

BAD
SIGNALS

PIXEL
NEW EMPLOYEE

BAD DATA IN



BAD DECISIONS OUT



**CLEAN EVENTS +
CONVERSIONS API.**

**CLEAR DATA.
SMARTER ADS.
BETTER RESULTS.**

I know
exactly what
to do!

CLEAN CONVERSION EVENTS

Add to Cart

Initiate Checkout

Purchase

Lead

Complete Registration

Schedule Appointment

CONVERSIONS API



PIXEL
SALES EMPLOYEE

GOOD DATA IN



SMART DECISIONS OUT



TRAIN IT.



FEED IT.



SCALE IT.

GA4 = WHERE THEY GO.

MEASURE.
LEARN.
IMPROVE.
REPEAT.

Traffic tells you they **arrived**. Behavior tells you what **happened next**.

GA4



CLARITY = WATCH WHAT THEY DO.

Clarity



SEE THE PATH.
MEASURE THE JOURNEY.



SEE THE BEHAVIOR.
FIND THE BLOCKERS.



FIX WHAT MATTERS.
GROW WHAT WORKS.

EVERY PAGE. NO EXCEPTIONS.



FULLY MONITORED. FULLY TRACKED.

HOME

YOUR JOURNEY
STARTS HERE

EXPLORE

ABOUT

OUR MISSION

LEARN MORE

OFFER

TRANSFORM
YOUR BUSINESS

GET STARTED

CHECKOUT

SECURE
CHECKOUT

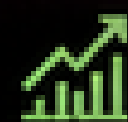
PAY NOW

THANK YOU

YOU'RE IN!
CHECK YOUR EMAIL



ATTRIBUTE
EVERY LEAD.



IMPROVE
EVERY STEP.



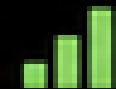
UTM



GHL
TRACKING



PIXEL



GA4



CLARITY



NO BLIND
SPOTS.



SPEND SMARTER.
SCALE FASTER.



ONLY HOME TRACKED.
EVERYTHING ELSE IS DARK.

HOME

WELCOME

ENTER

ABOUT

OFFER

CHECKOUT

UNTRACKED
EXIT



PROTECT YOUR DATA.
PROTECT YOUR PROFITS.

THE TREND TELLS THE TRUTH.



REACTING.
GUESSING.
WASTING.

TSM



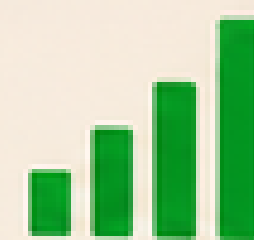
**DAILY
= NOISE.**



VS.



**WEEKLY
= SIGNAL.**



MEASURE.
LEARN.
SCALE.
REPEAT.



TECH
SAVvy
MENTORS

TSM



CPL

COST PER LEAD

TODAY:
↑ ↓ ↑ ↓



COST/SALE

COST PER SALE



CTR

CLICK THROUGH RATE



LINK CTR

LINK CLICK THROUGH RATE

LET IT LEARN BEFORE YOU TOUCH IT.

72 HOURS.



UNDER 24 HOURS =
YOU DON'T KNOW YET.

THE SYSTEM IS LEARNING

0
HOURS



LEARNING
IN PROGRESS

24
HOURS

NOT YET.
LET IT LEARN.

48
HOURS

72
HOURS

DATA COLLECTING



MAKE
CHANGE
WAIT

PERFORMANCE SIGNAL



\$
SPEND

EYE
IMPRESSIONS

CLICKS

CONVERSIONS

\$
CPL

ROAS

CHANGES
NEED TIME.
DATA NEEDS
TIME.
GIVE IT 72.



PATIENCE
CREATES
PROFIT.

DATA

INSIGHTS

RESULTS

TECH
SAVVY
MENTORS

THE LOOP, CLOSED.

1 PAID ADS
SMART TRAFFIC

2 TRACKING LAYER
SEE EVERYTHING.

- UTM
- PIXEL
- GA4
- CLARITY

3 DECISION DASHBOARD
KNOW WHAT TO DO.

CPL: \$23.41
COST/SALE: \$48.67
CTR: 2.73%
LINK CTR: 1.18%

4 GHL BUSINESS HUB
ONE SYSTEM. EVERY PART.

HighLevel

- LEADS
- AUTOMATIONS
- PIPELINE
- BOOKING
- PAYMENTS
- REPORTING
- FOLLOW-UP

5 SMARTER ADS
BETTER DATA. BETTER RESULTS.

YOU DON'T CHASE DATA. YOU COMMAND IT.

ONE SYSTEM. ENDLESS GROWTH.

TECH SAVVY MENTORS

TSM

MEASURE. LEARN. OPTIMIZE. REPEAT.

DATA IN. DECISIONS. GROWTH OUT.

BETTER TARGETING
LOWER CPL
HIGHER ROI
MORE SALES

CAPTURE. NURTURE. CONVERT. DELIVER. DELIGHT.

