

\$1,997 • 3 payments of \$697

AAA Program: Assessment, Action, Ascension

Course • 47 Lessons

Buy now



Assessment, Action, Ascension



Why Should I Buy This Course?

Who is it meant for? Is it worth the money?

Watch our video to learn more.

Expected Outcomes

With the AAA program, you and your team will be equipped to take your ad accounts to the next level thanks to hours of our unparalleled insights, insider best practices, and helpful tools from the best in the biz.

You'll learn everything you need to know from setting client expectations, reporting, financial calculations each client needs to do, along with funnel structure, an incredibly deep creative course, technical requirements for a high-achieving account, how to expand into other top performing channels immediately (TikTok, Performance Max, Email/SMS, and YouTube), and much more.

The AAA program was created to bring junior to mid-level ad buyers into the big leagues. It can serve as a comprehensive, full-team training tool that you don't have to create from scratch.

Buy Now

Topics Covered

Course Outline & Takeaways

- client goal setting and expectation management
- meta account assessment and optimization
- client reporting
- internal reporting
- what metrics to focus on to drive sales
- reporting with third-party tools, including Northbeam and Triple Whale
- attribution window choices and decision making
- why first-party data matters
- soft reporting metrics
- hard reporting metrics
- helping clients figure out what numbers they have to hit
- custom metrics
- Google Data Studio / Supermetrics
- explaining attribution
- audience structure
- prospecting audiences
- middle funnel and bottom funnel structure
- an ideal remarketing setup
- using your catalog properly
- finding new customer segments
- setting up Meta Shops properly
- using Advantage+
- landing pages to test
- creative sourcing
- creative cornerstones
- types of creatives needed
- creative testing
- creative scaling
- creative review process
- TikTok ads mastery
- Performance Max ads mastery
- YouTube discussion
- email and SMS mastery
- checking your pixel
- checking your catalog
- checking your events
- and SO much more!

FAQs

You've got questions. We've got answers.

What if I'm unsatisfied with the course and want my money back?

We have a 100% satisfaction guarantee. If for any reason you are unsatisfied and/or you purchase this course in error, we will refund your money. We have thousands of satisfied students and clients around the world and our courses do not disappoint. We're confident this course will help you and your team!

What's different about this course than other Foxwell courses?

Can this course serve as an internal training tool?

Can I share this course content with others?

No. Unless they've purchased the course themselves, this course cannot be shared, copied, or reproduced without consent. **BUT if you are an agency owner and buy it to train your team, that is totally great and this one course can be used to train 2-5 people easily!**

What if I run into issues downloading the materials, playing the videos, accessing the course content, etc?

Can I get a discount?

What does this price include?

Not just a course, resources too.

You get 7+ hours of original course content, and everything from audit documents to reporting templates to step-by-step guides. Look at a more detailed list 📄.

Contents

Introduction

- ▣ Introduction To Assessment, Action & Ascension • 4 mins • 41.6 MB
- ▣ How to use this course.mov • 1 min • 49.5 MB

Phase One: Assessment

- ▣ Phase 1: The Customer Assessment • 8 mins • 123 MB
- ▣ Phase 1: Reporting Overview • 14 mins • 178 MB
- ▣ Phase 1: Understanding The Difference between Hard and Soft Metrics • 22 mins • 318 MB
- ▣ Phase 1: Reporting Discussion Between Pros • 6 mins • 154 MB
- ▣ Phase 1: Google Data Studio Supermetrics Reporting • 23 mins • 97.7 MB
- ▢ Resources: Basic Financial Literacy for Clients
- ▢ Resources: Reporting Worksheet Template One
- ▣ Resources: Reporting Worksheet Template Two • 10 mins • 109 MB
- ▣ Resources: Founders Membership Preview: Optimization Walkthrough • 23 mins • 69.5 MB
- ▣ Resources For Beginners: How to Optimize Accounts Right Now • 25 mins • 176 MB
- ▢ Resources: MER vs aMER Worksheet
- ▢ Resources: Advanced Deep Audit of a Meta Account

Phase Two: Action

- ▣ Phase 2: Full Funnel Set-up and Targeting Research • 13 mins • 210 MB
- ▣ Phase 2: Placement Considerations and Technical Notes • 7 mins • 117 MB
- ▣ Phase 2: How One Agency Thinks About Optimization • 40 mins • 483 MB
- ▣ Resources: How to set a cost cap bid properly • 5 mins • 16.7 MB
- ≡ Resources: Landing Page Inspiration
- ▢ Resources: Website Teardowns and Audits with Kurt Elster (Interview)
- ≡ Resources: 17 Quick Wins to Improve Your DTC Landing Page

Phase Three: Creative

- ▣ Phase 3: Building and Sourcing Creative • 27 mins • 537 MB
- ▣ Phase 3: Story Boarding, Different Platform Creative Examples and Creative Review • 20 mins • 1.2 GB
- ▣ Phase 3: Creative Testing, Analysis and Scaling • 38 mins • 549 MB
- ▣ Phase 3: Creative Reporting • 10 mins • 132 MB
- ≡ Resources: How To Set Up A Creative Testing Structure
- ▢ Resources: How To Get Influencers for UGC, A Playbook (Interview)
- ▢ Resources: Mini-Masterclass: Why Humans Buy Anything
- ▣ Resources: Creative Testing & Analysis Map • 363 KB
- ▢ Resources: TikTok Spark Ads Instructions for Creators • 576 KB
- ▢ Resources: TikTok Ads Best Practices 2022 • 1.91 MB
- ▣ Resources: TikTok Ads Safe Zone Template • 69.7 KB
- ▣ Resources: IG Reels Ads Safe Zone Template • 27 KB
- ▣ Resources: IG Stories Ads Safe Zone Template • 10.8 KB

Phase Four: Diversification

- ▣ Phase 4: A beginners guide to TikTok Ads with Brad Klein • 25 mins • 1.96 GB
- ▣ Phase 4: Google Performance Max and YouTube Ads • 19 mins • 1.32 GB
- ▣ Phase 4: Email and SMS Basics • 22 mins • 1.98 GB
- ≡ Resources: Google: Affinity Audiences for Brand Advertisers
- ▢ Resources: TikTok Ads - Best Practices • 1.91 MB
- ▢ Resources: TikTok Ads Mastery and Tips, with Cody Plofker
- ▢ Resources: Google Ads Deep Account Audit - Live Walkthrough
- ≡ Resources: Performance Max Resources

Phase Five: Tech Checks

- ▣ Phase 5: Pixel Check-up • 14 mins • 107 MB
- ▣ Phase 5: Understanding Aggregated Event Measurement (AEM) • 16 mins • 142 MB
- ▣ Phase 5: Conversion API (CAPI) Check Up • 16 mins • 134 MB
- ▣ Phase 5: Catalog Set-up.mp4 • 20 mins • 171 MB
- ≡ Resources: Meta Outage Notifications - Slack RSS Feed

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- [Ad Buyers' Bundle](#) (\$1,254)
- [Foxwell Digital Agency Pack](#) (\$2,341)

