How To Scale Performance Marketing Without Wasting Ad Spend with Borja Cuan

with Borja Cuan · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Borja Cuan co-founded Four15 Digital, an agency that buys media and designs creative for businesses scaling on Google, Meta, LinkedIn, Pinterest and TikTok.

- [ ] Decide what action you want an ad to produce, such as a purchase or a sign-up, before you spend on it.
- [ ] If a past agency let you down, ask any new agency to examine your existing ad accounts before it proposes changes.
- [ ] Check whether the person running your ads has the experience to take your business to its next level.
- [ ] Compare your annual revenue and monthly ad budget with what an agency needs to test properly before you hire one.
- [ ] Set customer acquisition and efficiency goals so you can tell whether your ads are working.
- [ ] Plan for a long game: give campaigns and your business time instead of expecting overnight results.
- [ ] Request Four15 Digital's free audit of your ad accounts if you want an outside plan.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/performance-marketing-agency-borja-cuan/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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