

Tweets for article “1 Mistake You Need To Avoid When Running Ads On Meta”

Each tweet is separated with a line.

Just read an article about how business owners lose money on Meta ads.

And let me tell you, it turns out to be pretty dumb.

Like, everyone makes the same mistake.

And they lose sooo much money on it. Basically throwing the money away each time they run ads.

So let me share the secret I found out.

It will put you ahead of your competition by miles. Unlike them you will be making money on each ad, instead of losing them.

So when it comes to running ads on Meta there is one big problem that all business owners face.

If you've ever seen a Meta ads portal from within you will know this problem first hand. If not, it's very easy to explain:

Meta ads portal is Mega complicated.

You start on the first screen and it has 6 campaign objectives (used to be 11). And after this you have to select at least 50 variations and different options for your ad.

So it is too hard for a person to get around this the first time.

And instead they do something very stupid.

Meta knows that the ads portal is complicated. That's why they have created the “boost” option for your posts.

It's an ultra simple way to spend money on ads with Facebook and Instagram. And most business owners do exactly that.

The issue is that they don't realise they are throwing the money away.

Yes, boosted posts will get you more visibility. But that's going to be the kind that is not useful to you.

Because boosts don't allow you to target your specific audience.

Facebook will just show your post to more people and that's it. And if you run a local business, having some guy in Bangladesh see your post won't do you much good (unless you are in Bangladesh, but they won't show your post to that guy in this case).

So in the end you can end up with Facebook just sucking out your money with nothing to show for it in terms of real results.

Unless instead you do this...

What you do instead is use the Meta ads tool.

Yes, the complicated one from the beginning.

It will give you the option to target exactly who you want to target, adjust the ads specifically for each platform and run the ads both on Facebook and Instagram at the same time.

The targeting is so specific that you can make your ad visible just to people who are most likely to buy your product.

And you do that by using the below settings:

In the ads tool when setting up your target audience you can select the geographic location, age, interests, hobbies, profession and even if they have a pet or not.

So with that targeting while all your competitors will be throwing the money away on boosts with no results, you will begin printing money with correct Meta ads.

Because each of your ads will now only be shown to the people you want it to be shown.

And the best part is that it's not going to cost a fortune to do that.

You can literally turn each \$1 you invest into \$2 like magic.

All other marketing like print ads, television ads or influencer marketing require you to shell out thousands of dollars upfront with no guarantee of results. But Meta ads allow you to set any marketing budget that works for you with no heavy start cost.

You can decide how much exactly you will be spending each day or week on each of your ads. And you can easily see in real time what results each ad brings. So you can adjust the budget, change the ads and pick the ones that work best.

And it will bring you results like never saw before.
If you do it right as well:

It takes time for the algorithm to pick up your ideal audience, but after that it locks in. And it starts showing your ads exactly to the people you want.

Keep in mind that It still will require some investment from your side.

You can see business owners spending \$1 a day on the ads for their business (less than they spend on coffee a day) and expect to see results. Which makes no sense.

So some investment will be required to see the desired results.
But the good news is that each dollar you spend will get back to you multiplied.

How?

When we work with clients we always have a simple goal. Get to the point where every \$1 you put in advertising gets you at least \$2 in return.

If you want to see how we can do that for you, get in touch here.