

What Almost EVERY Business Get's Wrong About Meta Ads

Notes:

Problem with advertising on Meta? It looks very complicating. Meta knows that, they've made it complicated intentionally.

Their revenue is 100 billion, so you can assume that they have some pretty clever people working for them. That's why they give you the option to 'boost' your posts. Boosts are a simplified way of spending money on ads, tons of businesses use this feature, and they fail to realize they're just burning their hard earned cash.

Boosting posts does get you more exposure, but it misses out on every aspect which makes advertising on Meta so great.

1. You're limited to only the post types that exist for organic posts
2. You cant target a particular audience based on an action you want to take
3. You can't add square photos, edit, customize the headline or description
4. Can't run the ad on both Facebook and Instagram

Boosting your posts and expecting results is like trying to win a bicycle race with a kiddie bike and training wheels.

What you should instead be using is Meta Ads Tool-gives you more options, more targeting and way more results.

From TODAY, don't ever think of using 'boost post' again. (Unless you hate money, ofcourse)

Best thing about Meta ads is that you can attract clients without spending a fortune. Print ads, television ads, influencer marketing all require you to spend copius amounts of money for a 'greater cause'. Next time you check your bank account; you're down thousands and dollars and now how to worry how you'll pay your bills next month.

Meta ads are different, you determine how much you want to spend. And you can check whether it's worth it to continue advertising or not.

Relevance is critical for Facebook advertising. It takes some time for the algorithm to pick up the audience you want to reach. Once it's locked in, fun time starts.

Headlines:

- **Meta Ads - Advertising Platform Made by Wizards**
- **Meta Ads: The Only Platform That Won't Make You Worry About Your Bills Next Month**
- **How to Cut Down on Advertising Expenses and Get More Clients: Meta Ads**
- **Stop Burning Money on Ineffective Advertising Platforms**
- **Don't Do Influencer Marketing or Television Advertising—Do This Instead for Better Results at a Lower Cost**
- **Meta Ads: The Good, The Bad and The Incredible**

Outline:

- **Subject: What Almost EVERY Business Get's Wrong About Meta Ads Article**
- **Problem: Problem with advertising on Meta? It's very complicated (*atleast they've masked it that way*). Meta has done it on purpose, that's why they introduced 'boost post'.**
- **Agitate: 'boost post' doesn't do jack sh*t. You're basically throwing your money away or giving it to a homeless person that'll spend it all on beer and stay homeless.**
- **Solve: Stop burning your money, stop using 'boost post'. Use Meta Ads that allows you to target your audience better and track results.**
- **Close: If you want to see what we could do for your business, get in touch with us.**

Draft 1:

Problem with advertising on Meta? It's very complicated - That's what Meta wants you to think. They've masked advertising with Meta that way intentionally.

Their yearly revenue is 100 billion, so you can confidently assume they've got some clever people working for them. And that's the reason they've introduced 'boost'. Boosts are a simplified way to spend money on Meta Ads, in this case; way to burn money effectively.

Tons of businesses have caught on to Meta's lure and started using 'boost post'. Only to find out sooner or later that 'boosting' your posts is almost the same as giving your hard-earned money to an alcoholic who will just spend it on beer and remain homeless.

Yes, boosting posts does get you more exposure. But it misses out on every feature that makes advertising with Meta so great.

1. You're limited to post types that only exist for organic posts
2. You cant target a particular audience based on the action you want to take

3. You can't add square photos, edit and customize the headline or the description
4. Can't run the ad on different platforms like Instagram

Using 'boost posts' to get more clients is like trying to compete with Mike Tyson in a sparring match as a newbie in boxing.

The alternative - Stop throwing your money around. Use Meta Ads tool instead. It has more options, more targeting and the part that we all love and care about - MORE RESULTS.

So, from today, promise me; you'll never use 'boost post' again. *(Unless you hate money, ofcourse. Might as well donate to me.)*

Another bonus of using Meta ads is that you can start seeing results without spending a fortune.

Let's compare it to Print Ads, influencer marketing, television advertising... all require you to spend copious amounts just to see that it had no effect at all whatsoever. And YOU are left with no clients, and a worry about paying your bills next month.

Meta Ads are different *(Meta is the Alpha)*. You can determine how much you want to spend, and where you want to spend it. It also allows you to see the results; so you can evaluate if it's worth investing more money in advertising or closing the ad completely.

Relevance is critical for Facebook advertising. It takes time for the algorithm to pick up the pace of the audience you want to reach. Once it's locked in; ***that's where the fun part begins.***

If you want to see how we could help out your business, get in touch with us or send us an email at: aronietistoms@gmail.com