

Wasting Money on Boosting Posts? Do This Instead.

If you've started using social media for your business and even used the 'boost post' feature, I have good and bad news.

The good news is you're ahead of most of your competitors. The bad news is you've started wasting your money.

Are you using the boost post feature and not getting results? Don't worry, everyone is in the same situation. By reading this article, you'll solve all your problems.

Did you use the boost post feature and get good results? Again, you'll get much better results by the end of this article.

What's the biggest problem with Meta ads? They seem very complex. Look at this:

Satın Alma Türü

Açık Artırma

Bir kampanya amacı seçin

Bilinirlik

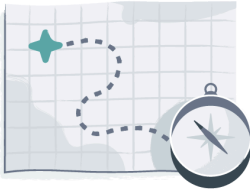
Trafik

Etkileşim

Potansiyel Müşteriler

Uygulama Tanıtımı

Satışlar



Kampanya amacınız, reklamlarınızı yayınlamakla ulaşmayı amaçladığınız işletme hedefidir. Daha fazla bilgi için fareyi her birinin üzerine getirin.

You decided to handle it yourself and logged into the ad manager.

There used to be 11 campaign objectives on the first screen, now it's reduced to 6.

However, even after these choices, you have at least fifty different decisions to make. Some have little effect, some make a big difference.

It feels like trying to defuse a bomb fifty times in a row. It plays with your nerves... You get stressed... You don't know what to do...

The interesting part is...

...Meta is aware of this.

Their annual ad revenue exceeds 100 billion dollars. So, we can say they hire very smart people.

That's why they offer you the option to 'boost your posts'. Naturally, business owners close the ad manager and use this option without realizing they're wasting their money.

If you're also an Apple user, you pay Apple a 30% commission...

It's completely wasted money. It doesn't affect your ads at all. Yes, you can get more visibility by boosting a post. But you miss out on many advantages Meta offers to reach customers:

- You're limited to organic post types.
- You can't effectively target a specific audience.
- You can't add square photos or customize the headline.
- You can't run the ad on both Facebook and Instagram. Reaching customers by boosting a post is like eating soup with a fork.

So, what should you do? You should use the Meta ads tool. It gives you more options, better targeting, and most importantly, much better results.

Good news, I have a free surprise for you at the end of this article...

Starting today, stop using the 'boost post' option. Of course, if you don't like your money, you can always keep boosting posts.

More Customers for Less Cost

One of the best features of Meta ads is that you can get effective results without spending a lot.

Methods like print ads, TV ads, and influencer marketing require spending large amounts without knowing if they'll work.

But Meta ads are different. You decide how much you want to spend daily, weekly, or monthly and can check the results regularly.

So, how much will this cost you?

The key to success is having relevant ads. It takes time for the algorithm to know and optimize your target audience.

Once the algorithm does this, it's time for optimization.

This process still requires an investment.

But it's not reasonable for business owners to expect results from Meta ads by spending just 1 \$ a day while spending thousands on other things.

It's not reasonable to expect results by spending less than your daily coffee expenses on your business. For example, when we work with our clients, we have a simple goal: For every 1\$ you spend on ads, get at least 2\$ back.

We do this by constantly testing and adjusting.

So, how can you achieve this on your own?

Download my FREE 4-step Meta ads guide, prepared simply and clearly, without using complex terms, so you can run ads by yourself.

<Meta guide link>