

What Meta Isn't Telling You...

The Biggest Problem With Meta Ads

Meta Ads are one of the best ways to reach thousands of new clients daily. For a business looking to get more clients, this sounds like a dream come true... right?

Well, here's the thing.

Yes, it's true Meta ads are a great way to reach thousands of new clients daily. With almost 4 billion users across Facebook and Instagram, it's an excellent way to get in front of new clients.

The problem is Meta Ad Tools can be intimidating for first time users. If you don't know how to use it correctly, it can drastically affect your ad campaign.

On the first screen there are six campaign objectives, each one with unique features that will change the way Meta approaches your advertising campaign.

And that's just the first page... There are a few dozen more steps between your campaign objectives and your actual ads you will be running.

This makes things pretty difficult to figure out and very easy to waste a lot of money.

The Most Common Mistake Made With Meta Ads

So, how did Meta make advertising "easier" for people?

They introduced the Boost Post button.

It's super simple: you attach your credit card to your account, decide how much you want to spend, and then hit the boost button.

The views start rolling in, and at this point, customers should be lining up at your door, ready to throw their money at you.

Well... not exactly.

There's a few problems with the boost post feature that Meta doesn't really tell you about.

1. You're limited to organic facebook post types.
2. It doesn't allow you to effectively target a particular audience or interest.
3. You can't add square photos, change / customize the headline or description.
4. You can't run the ad on both Facebook and Instagram.

So, what does this mean?

Well, what Meta is doing with the boost button is like loading 1,000 darts into a cannon, and blasting them out, hoping that 1 of them hits the bullseye.

I don't know about you, but I definitely wouldn't trust using that method for my advertising.

Meta Ads, Made Simple

Here's the truth.

If you want to be able to reach your target audience using Meta Ads, you have to learn how to use the Meta Ad tools.

Learning how to properly use these tools will enable you to run a successful Meta Ads Campaign.

The good news is we can help with this.

If you're feeling up to the task and want to give it a try, we have a free Meta Ads guide that you can sign up for [here](#). This guide will help you set up your campaign, and is a great way to learn.

Or, if you feel like this is too complicated and time consuming, we gladly offer our services to local businesses looking to increase their clients.

We'll help you figure out:

- Who your target audience is.
- What their interests are.
- The best way to reach your target audience.
- How much your budget should be.
- How to keep your audience consistently buying from you.

We help you get the most out of your budget by checking your results regularly to ensure things are moving in the right direction, helping you stay relevant in your local market.

So, what do you need to do?

Give Yourself an Edge Over Your Competitors

If you want to keep customers purchasing your product or service, you need to be advertising.

Keep in mind that your competitors probably feel the same exact way you do when they think about Meta Ads.

So, you can use that to your advantage to get a competitive edge, making you the go to business in your local market.

Don't waste your time with radio ads, television ads, and influencer marketing. All of these either costs way too much money or give you no real way of measuring important metrics or results.

That being said, just like any form of advertising, it is an investment.

Not only a financial investment, but also a time investment.

If you're willing to invest the time and resources into a proper advertising campaign, I can guarantee your success.

If you want help implementing these strategies to increase your clients and revenue, contact us for a free marketing consultation. Link down below

[Contact Us](#)