

Notes:

Subject

Meta ads vs Boosts and associated costs

Headline

- How to stop wasting money on Facebook
- How local businesses can capitalise on their Meta Marketing
- How to properly spend your money on Facebook as a local business
- If you are a local business, don't fall for this Facebook trap
- True costs of using Facebook as a local business
- If you like making money for your business do this
- Are you spending your money on Facebook correctly?
- How to make sure you spend your money correctly on Facebook
- Make sure you aren't falling into this money wasting trap on Facebook
- Local businesses should be doing this with their Facebook accounts
- The dos and don'ts of Facebook for a local business
- How to properly 'Boost' your local business with Facebook

Outline

- Problem = meta ads seem complicated with their various options and who knows what you should spend on them?
- Agitate = people take the easy route and use the 'Boost' feature, not properly understanding what it even does for your business OR expect massive return on investment from less than daily coffee in ad spend

- Solution = you need to use the ads manager, NOT the Boost button, and you need to spend SOME money – it is an investment after all, just think of the 100s if not 1000s of pounds you have spent on other things for your business that yielded little to no return
- Close = at least with Meta ads you can see exactly where your money goes, but if you are unsure how to go about them or want us to take a look at what you have, get in touch for a FREE marketing analysis today

Headline shortlist

- How to properly spend your money on Facebook as a local business
- If you are a local business, don't fall for this Facebook trap
- How to make sure you spend your money correctly on Facebook
- Local businesses should be doing this with their Facebook accounts
- The dos and don'ts of Facebook for a local business
- How to properly 'Boost' your local business with Facebook

Top 3 Headlines

- If you are a local business, don't fall for this Facebook trap
- The dos and don'ts of Facebook for a local business
- How to properly 'Boost' your local business with Facebook

First Paragraph

Sub-Heading ideas:

Meta Ads = complicated

Where did the Boost come from?

Pitfalls of the Boost

How to triumph with Facebook (Meta)

The true spend of a Meta Ad

Draft 1

If You Are a Local Business, Don't Fall for This Facebook Trap

Do you know why most local businesses struggle with Meta?

Their advertising is complicated.

Just take a look for yourself:

On only the first screen you are given 6 different options, just for your campaign objective. This used to be 11 before Meta changed it – who can say when they may change it again?

If you think that isn't too many choices, then I am going to have to burst your bubble. There are easily another 50 choices to make across the 3 levels of the Meta advertising campaign... Of course, they don't all make or break your ad, some do virtually nothing, but that is a lot of variations you may need to test out.

About as simple as tightrope walking over a ravine of starved crocodiles.

Not for the faint hearted.

Meta sees a yearly ad revenue north of 100 billion (your eyes are not deceiving you, I meant to type B for Billion). Despite this, lots of businesses simply don't get involved due to perceived complexities.

Now, if you are Meta and can get businesses to spend over 100 billion dollars per year, you are doing something right. Must have some pretty clever individuals at HQ.

So clever in fact, that they noticed the confusion amongst some businesses.

Their solution?

The 'Boost'.

Pitfalls Of the Boost

On first inspection the 'Boost' seems super easy. With the click of a couple buttons, you have executed the 'Boost' for your post.

It is an ultra-simple way for you to spend a shit ton of money without noticing you are shovelling money into the furnace.

Sure, you get exposure. That is about it.

Isn't exposure good? Yes, if you are exposed to the right audience.

The 'Boost' deprives you of almost all the fantastic features that make Meta one of the best and easiest ways to attract new clients.

For starters, you only have certain types of posts you can make with 'Boosts'. Organic post types are all you get.

You cannot home in on a particular audience.

There is no customisation in terms of your headline or description.

Not to mention you are limited to only Facebook OR Instagram, you cannot 'Boost' a post across both platforms.

Think of a 'Boost' like you are going to a boat race. Except when you arrive you realise everyone else has these super-fast speed boats, and you brought the old faithful paddle fishing dingy that has been left dormant in the shed for the last 10 years. Once you get to the end of this article you will be headed straight to the speed boat store for sure.

How to Triumph with Facebook (Meta)

If 'Boosts' are not optimal, what other options are available to you?

The Meta Ads tool. It has been around for countless years and there are 10's if not 100's of thousands of businesses who use them successfully.

You have a large plethora of options to help you better target your ideal customer and get you more leads than you know what to do with.

From this day forth you must promise me to never use a 'Boost' again.

That being said, if you don't want more money, then 'Boost' to your hearts content.

Now we are on board with Meta ads, you will be glad to know they aren't going to drain your wallet.

This was the issue with the old school methods such as TV, radio, and yellow pages ads. You had to fork out your life savings and not know if you would see any of that money again.

Not the case with Meta ads.

You are the gamekeeper and master of spend with Meta. It is up to you exactly what you are spending. Best of all you can check the results daily and adjust to suit based off live feedback

The True Spend of a Meta Ad

Before we explore how much you should spend, you must take note that Meta is not (that) magical. You cannot expect instantaneous results as soon as you publish your ad. There is a 'learning period' which is essentially the platforms algorithms learning who your target audience is.

This learning period can be longer or shorter dependent on what you spend. The more you spend the quicker Meta learns and then it is GO time for getting new customers in.

You may not need to spend as much as other advertising methods, but you do need to spend. This is an investment after all.

The big mistake or naivety I see with business owners is that they spend thousands of pounds on a whole assortment of things. Yet, when it comes to Meta, they want massive results from £1/day...

Come on now. You are spending more per day on coffee than you are on your business. How do you expect to make money for less than a daily coffee?

When we work with customers, there is 1 simple goal. Make sure that every £1 spent, yields at least a £2 return minimum.

This is done through meticulous testing and tweaking until that goal is reached.

If you are interested in how we could help your business, click below:

[contact method]

Draft 2

If You Are a Local Business, Don't Fall for This Facebook Trap

Do you know why most local businesses struggle with Meta Ads?

They are complicated.

Just take a look at the ads manager.

On the first screen you are given 6 different options, just for your campaign objective. This used to be 11 before Meta changed it – who can say when they might change it again?

If you think that isn't too many choices, then I am going to have to burst your bubble. There are easily another 50 choices to make across the 3 levels of a Meta advertising campaign... Of course, they don't all make or break your ad. Some do virtually nothing, whilst others are crucial to the ad's performance. That is a lot of variations to test out which is which.

They are about as simple as tightrope walking over a ravine of starved crocodiles.

Not for the faint hearted.

Meta sees a yearly ad revenue north of 100 billion (your eyes are not deceiving you, I meant to type B for Billion). Despite this, lots of businesses simply don't get involved due to perceived complexities.

Now, if you are Meta and can get businesses to spend over 100 billion dollars per year, you are doing something right. There must be some pretty clever individuals at Meta HQ.

HQ also noticed the confusion amongst many businesses and their lack of involvement with ads.

Their solution?

The 'Boost'.

Pitfalls Of the Boost

On first inspection the 'Boost' seems super easy. With the click of a couple buttons, you have 'Boosted' your post.

It is an ultra-simple way for you to spend a shit ton of money. What you don't notice is that you are shovelling money into a furnace.

Sure, you get exposure. That's about it.

Isn't exposure good? Yes, IF you are exposed to the right audience.

The 'Boost' deprives you of almost all the fantastic features that make Meta one of the best and easiest ways to attract new clients.

For starters, you can only 'Boost' your organic posts. E.g., posts you make onto your feed. Hence this is the only place they are seen.

You cannot home in on a particular audience.

There is no customisation in terms of your headline or description.

Not to mention, you are limited to only Facebook OR Instagram. You cannot 'Boost' a post across both platforms.

Think of a 'Boost' like you're going to a boat race. Except when you arrive you realise everyone has these super-fast speed boats. And you brought your old paddle-powered fishing dingy, that has been left dormant in the shed for the last 10 years. Once you get to the end of this article you will be trading in that dingy in a heartbeat.

How to Triumph with Facebook (Meta)

If 'Boosts' are not optimal, what other options are available to you?

The Meta Ads tool. It has been around for countless years and there are 10's if not 100's of thousands of businesses who use them successfully.

You have a large plethora of options to help you better target your ideal customer and get you more leads than you know what to do with.

From this day forth you must promise me to never use a 'Boost' again.

That being said, if you don't want more money, then 'Boost' to your hearts content.

Now you are on board with Meta ads, you will be glad to know they aren't going to drain your wallet.

This was the issue with the old school methods such as TV, radio, and yellow pages ads. You had to fork out your life savings and not know if you would see any of that money again.

Not the case with Meta ads.

You are the gamekeeper and master of spend with Meta. It is up to you exactly what you are spending. Best of all you can check the results daily and adjust to suit based off live feedback

The True Spend of a Meta Ad

Before we explore how much you should spend, you must take note that Meta is not (that) magical. You cannot expect instantaneous results as soon as you publish your ad. There is a 'learning period' which is essential for the platform to learn what audience best fits your ad.

This learning period can be longer or shorter dependent on what you spend. The more you spend the quicker Meta learns. Once it has learned then it is GO time for getting new customers in.

You may not need to spend as much as other advertising methods, but you do need to spend. This is an investment after all.

The big mistake or naivety I see with business owners is that they spend thousands of pounds on a whole assortment of things. Yet, when it comes to Meta, they want massive results from £1/day...

Come on now. You are spending more per day on coffee than you are on your business. How do you expect to make money for less than a daily coffee?

When we work with customers, there is 1 simple goal. Make sure that every £1 spent, yields at least a £2 return minimum.

This is done through meticulous testing and tweaking until that goal is reached.

If you are interested in how we could help your business, click below:

[contact method]