

# Implement These 3 elements If You Want Profitable Social Media Ads

If you want to get results from your social media ads you need to focus on these 3 key elements. If you don't, I promise that your ads won't give you the result you expect, make sure you implement these 3 things to get results from your advertising...

If you're reading this you're probably a business owner.

If you want clients, the first thing that comes to your mind as a business owner is to use the biggest opportunity in the world. THE INTERNET, Social media. And you're right, everyone is on social media and someone who is on social media needs your service. You plan to run ads to attract more clients. Genius plan...

You go on Instagram and you use the boost option on your post and you invest \$10-\$20 and you don't get the results you expected. Maybe someone will contact you but you know that you can get better results with this tool, but you don't know how to.

Here are the first 3 things that I would change to improve your ads...

Business owners boost their favorite post, the project that you've done for your client and you add a phone number so people can contact you, this won't work. You're getting views likes and followers but your ad is directed to everyone, kids, your grandmother, man woman, everyone, everyone! There is a saying, if you sell to everyone you make an impact on no one! Because you sell to everyone...

Also business owners when they run an ad they put their phone number and boost their favorite posts and say that they are the best in the industry, this won't make your potential clients call you because everyone on social media in your industry is saying the same thing and people are bombarded with ads like that every day, you can't talk about how great you are, that's a mistake you should talk about their problem and how would you solve it.

When they see the ad they need to think: “Oh this is for me, he’s solving a problem that I need to solve, I will contact him”.

So if you’re targeting everyone with your ad and if you say the same thing that your competition is saying, you won’t get results. This is what I would do...

Focus on these 3 key elements...

### **1) Who are we saying it to?**

Targeting the right people with your ad is the most important thing. Why?...

Because, if you sell glasses to blind people they will never buy from you, so you need to talk to the right people if you want more clients.

In the Facebook Ads Manager, you can target interests, the age of your targeted audience, and target genders, with these options you can get the attention of the right people and attract more clients for your service because you show your ad to the right people.

The second most important thing is...

### **2) What is the message of the ad?**

As I said, yes you can put your phone number and boost your favorite post and say that you’re cheap or the best but every business does that.

With the message of the ad, we need to talk to our audience about the problem or interest they have. We need to make them think “Ohh, I have this problem, he can solve it, I will contact him now”.

So the message needs to be clear, powerful, persuasive, and compelling. Maybe intriguing. But it means that it has to cut through the clutter because we are bombarded with marketing ads every day, and this means that you can’t be saying things that everyone says, like we are cheap.

Formula for a clear message for chiropractors. (Works for any business)

"Does your back hurt?" (DO YOU HAVE THIS PROBLEM?)

We have the attention of the people with this problem.

"Your doctor probably said that you should exercise and stretch every morning. That can help but if the pain is not going away..." you get my point (YOU CAN SOLVE IT THIS WAY BUT IT'S BETTER MY WAY...)

"Contact us if you want your back pain to go away..." state your offer (SOLVE THEIR PROBLEM)

The third important element is...

### **3) Which media are we going to use to reach our target audience with our message?**

When we have a rough idea of the message we are trying to convey and the audience that we're trying to convey it to, we need to figure out how are we going to get it there. Which media are we going to use?

Are your clients using Facebook or Instagram most of the time or both?

And target the right media.

I know you found my blog valuable and I'm sure with the knowledge I gave you, you can generate great results with social media ads but if you're busy and if you want clients, contact us, and let's see if we are a good fit to work together.

Halil Bajramoski,  
LX Marketing Pros