

Stop Wasting Money On Social Media - Do This Instead

Social media has brought a whole lot of new opportunities that have undoubtedly revolutionized marketing.

The question is.. Are you *actually* taking advantage of them for your business?

Or have you fallen into the same trap as most businesses out there, who *think* they are using social media advertising, but are actually just throwing their money down the drain and don't even scratch the surface of what they could be getting?

Let me explain.

Ever defused a bomb?

Since the launch of Facebook Ads in 2007, Meta Ads (as they are now called) have evolved into something that is truly a marketer's dream come true.

They allow you to create hyper-targeted ads with response rates and ROIs that were unimaginable just 20 years ago, let alone 50.

And perhaps best of all, they don't require you to pay thousands of dollars upfront without knowing exactly what you're going to get out of it.

But the biggest problem with them becomes apparent if you've ever tried to run these ads yourself.

The moment you click the button to create a new ad campaign, you are greeted by a whale-sized box of options to choose from. And it doesn't get any less from there.

Campaign objectives? Awareness? Engagement?

I remember the first time I had to look at that page. So many options, and no idea what any of them meant. I could have sworn I was trying to defuse a bomb.

Thankfully, I now know my way around all of the options and hidden tricks of the Ad Manager pretty well. But the main problem remains:

Meta Ads look extremely complicated. Especially for someone who already has their hands full running their business and doesn't have hours upon hours to invest into learning all of this stuff.

And Meta knows this, which is why they offer you a seemingly no-brainer way to run ads called “Boost”. But unless you enjoy wasting money, there’s a very specific reason why you should NEVER touch this option.

“Boosting” your money down the drain

In case you don’t know what I’m referring to when I talk about Boosts:

Meta gives you the option to pay money to promote any of your existing posts on Facebook.

Most importantly, unlike the Meta Ads Manager, this thing is *extremely* easy to use.

Pick a post, pay money, boom - the numbers go up.

No wonder so many businesses go for this option and happily throw money at it, thinking they’ve found an easy way to advertise without having to deal with the Ads manager.

But let me tell you something.

The truth is that the “Boost” is probably the biggest money-sucker Facebook has ever invented.

Yes, it gets your post in front of more people, it gets more views, and it might even get you some results.

But you are missing out on everything that makes Meta Ads the most powerful marketing tool there is.

So what should you do if you actually want to generate a lot more results for less money?

Turn on the money printer

You don’t need magic, you don’t need luck and you don’t even need to pray to Zuckerberg.

You may not like my answer, but the secret that almost no one else uses is simply to learn how to use the Meta Ads Manager.

Because it’s the only way you can access ALL the features and opportunities that make Meta such a powerful advertising platform.

The ability to target your perfect audience with near pinpoint accuracy, access to many more types of posts, ads that can be run on both Facebook and Instagram simultaneously, the ability to reach your perfect customers over and over again.

These are just a few of the insane unfair advantages you get by using the Ads Manager.

That's why Meta Ads have some of the highest ROIs of any advertising ever.

Yes, learning them is time consuming, it's complicated and it takes time to perfect.

But it's absolutely worth it, and once you've doubled your ad spend for the first time, you'll never even consider going back.

So if you want to give it a shot yourself, we wrote a whole guide with everything you need to get started with Meta Ads, that you can download right here for free.

And if you don't have the time to learn and perfect it yourself, but still want to take advantage of the greatest marketing opportunity of our time, get in touch with us here and we'll make sure you get the most out of every penny you spend on Meta Ads.