



The mistake that every business makes on Facebook ads

The biggest problem that people face when trying to advertise on Facebook is that it is extremely complicated and confusing. Which is probably the same reason why facebook is so successful in this tool, by generating over 100 BILLION every year in revenue.

Think about it, you want to run an ad on facebook and the first thing you face is a bunch of tools and options that make you want to run away.

The important thing to have in mind here, is that Meta knows this, this is why they offer you the option to “Boost” your ads. Which is the worst thing you can do, and here is why...

When you Boost a post, it is true that your post gets shown to more people, but.... There is no way to track it or direct it in order to make sure you actually make money.

None.

You can't target it to specific people in your target audience, you can't add square photos, you can't change or customize the headline or description, you can't run the ad on both Facebook and Instagram, and you're limited to only the post types that exist for organic posts. Basically you are given up on what makes Meta ads great. That being said...

What should you do then?



The answer is pretty simple: if you want to get money in, you need to use Meta ads at its full potential. In there you can:

Determine exactly how much you are going to invest in ads per day, week or month. Plus you can check regularly if the ad is actually working and people are taking action on whatever you are asking them to do on the ad.

If you know what you're doing and you have a clear goal with each ad you are running, you should see quick results out of your ads after investing in them, and letting them run by themselves at the beginning, in order for the algorithm to pick up the audience you want to communicate your message to.

You shouldn't need to invest huge amounts of money on it in order to see results.

But, this doesn't mean that you can spend less on your ads than on your daily coffee to see results.

If you would like to get some help and guidance on your Meta ads journey, feel free to contact us for a FREE marketing consult, and we can help you get started.

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